

# BUSINESS VOICE

HALIFAX'S BUSINESS MAGAZINE



**ARTS & CULTURE:  
CREATING,  
EDUCATING &  
FORMING IDENTITIES**

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**HALIFAX CHAMBER STAFF**

Where are they now?

**Pg 19**

**CGI**

Leading proactive technology

**Pg 22**

**NEW BOARD MEMBERS**

Welcome to the Chamber

**Pg 29**

# HALIFAX BUSINESS AWARDS 2021

PRESENTED BY:



01 • 28 • 21

**NOMINATIONS ARE OPEN:**  
**[HALIFAXCHAMBER.COM/AWARDS](http://HALIFAXCHAMBER.COM/AWARDS)**

## Categories:

- New Business of the Year
- Small Business of the Year
- Export Business of the Year
- Innovative Business of the Year
- Business of the Year
- Business Leader of the Year

and introducing...

- Not-For-Profit of the Year



# WORKING FOR YOU DURING COVID-19



Our office closed  
to the public.

We worked from  
home with no  
interruption for  
our members.



Our office reopened.



## **NOVA SCOTIA BUSINESS & LABOUR ECONOMIC COALITION**

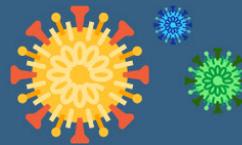
We created the Nova Scotia Business & Labour Economic Coalition (NSBLEC). Made up of over 135 organizations and representing over 200,000 workers, the NSBLEC met three times a week for real time policy making with all three levels of government to better support our business community.



Navigating COVID-19 Webinar Series:

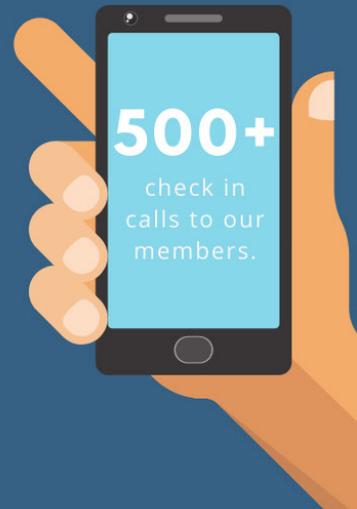
**78** free webinars

**2200+** attendees



**12,300+**

hits on our COVID-19  
Resources webpage.



**500+**

check in  
calls to our  
members.

**71**

NEW  
members  
joined.



**70+**

M2M offers to encourage  
supporting local businesses.

VISIT [HALIFAXCHAMBER.COM](https://www.halifaxchamber.com) FOR  
REOPENING RESOURCES AND SUPPORT

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— Neville Ashleigh,  
Vice President of Consulting Services at CGI



### Board of Directors

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# HALIFAX CHAMBER OF COMMERCE

# CHAMBER EVENTS

For a full and up-to-date list of Chamber events, please visit [www.halifaxchamber.com/events](http://www.halifaxchamber.com/events)

## VIRTUAL EVENTS

### NAVIGATING COVID-19 WEBINAR SERIES:

#### Mindset & Process Improvement

August 11  
10:00 AM - 11:00 AM  
REGISTER [HERE](#)

#### Speed Networking with BNI

August 12  
3:00 PM - 4:30 PM  
REGISTER [HERE](#)

August 26  
3:00 PM - 4:30 PM  
REGISTER [HERE](#)

#### A webinar series aimed at supporting Nova Scotian businesses

Starting Tuesday August 18  
8:30 AM - 10:30 AM  
REGISTER [HERE](#)

#### Chamber 101

August 19  
12:00 PM - 1:00 PM  
REGISTER [HERE](#)

## IN-PERSON EVENTS

#### Busines After Hours at the Residence Inn

August 13  
4:30 PM - 6:30 PM  
Join the waitlist [HERE](#)

#### POWER LUNCH: How to Create a Dementia Friendly Business

September 23  
12:00 PM - 1:30 PM  
REGISTER [HERE](#)

#### Dementia Friendly Ambassador Training

September 30  
12:00 PM - 1:30 PM  
REGISTER [HERE](#)

## SAVE THE DATE

#### WONDER WOMEN CONFERENCE

December 4  
Halifax Convention Centre

Details to come

#### HALIFAX SMALL BUSINESS WEEK

October 19 - 23

Full calendar of events coming in August  
Contact [chris@halifaxchamber.com](mailto:chris@halifaxchamber.com) to get involved

#### FALL DINNER

November 12  
Halifax Convention Centre

#### HALIFAX BUSINESS AWARDS

January 28, 2021  
Halifax Convention Centre  
Nominations are **NOW OPEN**

**\*WE WILL PROVIDE UPDATES ON THESE EVENTS OVER THE NEXT FEW MONTHS\***

**THE HALIFAX CHAMBER'S NAVIGATING COVID-19 WEBINAR SERIES HAS RECEIVED FINANCIAL ASSISTANCE FROM THE ATLANTIC CANADA OPPORTUNITIES AGENCY**



Atlantic Canada  
Opportunities  
Agency

Agence de  
promotion économique  
du Canada atlantique

Canada 

# Ensuring the safety of Nova Scotians while reviving our economy

The Chamber is here to help with updates and support resources

@prezhfxchamber



**PATRICK SULLIVAN**  
PRESIDENT & CEO

Well, Halifax – we have stayed the course and remained committed. Each of us has been contributing to the overall safety of our communities. We should be very proud of our accomplishments during these last few months. With that being said, it's time to look forward and focus our efforts on our economy – now more than ever.

Our efforts to support local and re-open our province to the Maritimes have been instrumental first steps in rebuilding our economy. But now is the time to revive it to what it once was.

The new mandatory mask mandate for public spaces is an important step in the right direction. With this implementation, we are ensuring a safe community for all residents, regardless of their age, medical conditions, travel history and day-to-day activities.

It's a safe and easy rule of thumb that gives us all peace of mind when stepping outside together. If you have questions about the new mandate, check out this [FAQ document](#) made available on the Chamber website. You can also check out these [other resources](#) to support your business.

I am looking forward to our province reaping the benefits of this new mandate. I expect locals to feel safer than ever to go out shopping, dining at restaurants

*"I'm filled with pride to see our businesses operating safely, assuring the highest standards of care for their customers and promoting confidence in the tremendous work they have put in for the past few months."*

and enjoying what our community has to offer.

I'm excited to see more visitors from other provinces making Nova Scotia their summer destination for the remainder of tourist season. I'm filled with pride to see our businesses operating safely, assuring the highest standards of care for their customers and promoting confidence in the tremendous work they have put in for the past few months.

This issue of Business Voice highlights the arts and culture sector here in Halifax.

The sector is often overlooked for its economic contributions - not only is it a significant pillar of our economy, it's also a strong foundation for our education system, our vibrant communities and our sense of identity.

Halifax and Nova Scotia are home to both a lively and world-renowned art scene and centuries of cultural heritage. These elements attract tourists from across Canada and the globe.

During this low tide for tourism, arts and culture represent a huge driver for the revival of our economy by offering many attractions for interprovincial and local visitors.

Read this issue to find out more about the overwhelming impact of the arts and culture sector in our beloved province.

Happy reading and, as always, **we're in your corner.**

## CHAMBER CHATS

### PODCAST

# Check us out!

From resiliency tales to recovery plans  
tune in to hear all about it with your host  
Patrick Sullivan, President and CEO

 YouTube CA
  Listen on Apple Podcasts
  Spotify

[halifaxchamber.com/podcast](https://halifaxchamber.com/podcast)



**EADIE TECH**

Eadie Technologies Inc. ("EadieTech") was founded by Dr. B. Eadie, an ophthalmologist that specializes in the treatment of glaucoma, one of the leading causes of blindness worldwide. The current "gold standard" perimeter devices used to diagnose and monitor the condition of patients with glaucoma are flawed. EadieTech is developing a new type of perimeter diagnostic device with the aim of providing more accurate and reliable clinical reports, a more economical testing system and more comfortable testing experience for the patient.

**Frank Eadie**

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<https://www.eadietech.com>

HEALTH CARE - Medical Supplies

**EMCO CORPORATION**

EMCO Corporation is one of Canada's largest integrated distributors of products for the construction industry, offering products in the distinct categories of plumbing, waterworks, industrial and HVAC. We strive to satisfy the needs of our customers with a focused product assortment, transported and sold through an extensive network of Profit Centres, distribution warehouses and showrooms across Canada.

**Sean Breen**

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(902) 453-4411

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<http://www.emcoltd.com>

REAL ESTATE/CONSTRUCTION - Building Materials

**ERIN ELAINE CASEY, WRITER. EDITOR. WRITING COACH.**

Erin Casey helps you communicate your value to clients and customers with clarity, originality, and sincerity. Professional content writing and editing is essential to making sure your message hits the mark and gives your audience the information they need to choose your product or service.

**Erin Casey**

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<http://erinelainecasey.com>

BUSINESS & PROF. SERVICES - Writing

**GEM ROBERTS**

**La'Dea Roberts**

Halifax, NS  
(902) 989-6791

[ladeagemroberts@gmail.com](mailto:ladeagemroberts@gmail.com)  
OTHER - Student Member

**GOLDEN DOG PRODUCTIONS**

Golden Dog Designs puts the spectacular dazzle into your event. Established in 1998, we design, create, and install trade show displays, brand installations, and celebration venues locally and internationally for a diverse clientele. SitaStuff, our sister retail company that offers unique décor items, shares our downtown Dartmouth studio.

**Teresita Doucet**

261 Pleasant St #4  
Dartmouth, NS  
(902) 482-3241

[teresita.doucet@gmail.com](mailto:teresita.doucet@gmail.com)  
<https://www.goldendogdesign.ca/>

EVENTS - Event Planning/Management

**G-STREET PIZZA**

Not just another pizza place in Halifax. Our chefs are certified in authentic Italian-style pizza making. even imported our pizza ovens from Italy. The majority of our ingredients are sourced locally with vegan, Halal and gluten-free-friendly options, also serving poutines, donairs, burgers and salads, always served fresh in a judgment-free atmosphere.

**Moe Alhaj**

2302 Gottingen St  
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(902) 462-1200

[moe@gstreetpizza.ca](mailto:moe@gstreetpizza.ca)  
<http://www.gstreetpizza.ca>

RESTAURANTS, FOOD & BEVERAGE - Restaurant

**HALIFAX GREENS**

Halifax Greens grows premium quality,

pesticide-free produce in downtown Halifax. Farming indoors, we maintain optimal conditions for plant growth that produce delicious, nutrient dense leafy greens, herbs, and tomatoes. We farm year-round in downtown Halifax for the HRM, so fresh, local produce is always just minutes away.

**Erica Bergstrom**

5540 Cunard St  
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(902) 412-8066

[ericajbergstrom@gmail.com](mailto:ericajbergstrom@gmail.com)  
<https://www.halifaxgreens.ca>

SHOPPING & SPECIALTY RETAIL - Farmers Market

**INGAGE HR**

ingage hr partners with awesome companies to provide what they need for their people operations. ingage hr offers solid HR expertise to small and medium businesses to help business leaders make informed decisions about their employees that enable both the business and the employee be successful together.

**Christine Isnor**

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<http://www.ingagehr.ca>

HR, EMPLOYMENT & STAFFING - Human Resources

**INPOWERED LIVING**

As a Professional business performance consultant, I am committed to offering you and your team practical and innovative tools that will foster positive behavioural changes that lead to optimal performance.

Specializing in workplace wellness solutions and programs to organizations. Mental, physical and emotional wellness for greater productivity, retention and performance excellence.

**Ann-Marie Flinn**

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(902) 449-8784

[flinnam@hotmail.com](mailto:flinnam@hotmail.com)  
<https://inpoweredliving.weebly.com/corporate-wellness.html>

BUSINESS & PROF. SERVICES - Business Consulting

**J.A. MACRAE CONSTRUCTION LTD.**

**Austin MacRae**

Cole Harbour, NS  
(902) 497-7102

[j.a.macraeconstruction@hotmail.com](mailto:j.a.macraeconstruction@hotmail.com)

REAL ESTATE/CONSTRUCTION - Renovations

**LIFESHIELD**

**Kyle Mohler**

228-1083 Queen Street  
Halifax, NS  
(902) 444-9362

[kmohler@lifeshield.ca](mailto:kmohler@lifeshield.ca)  
<http://www.lifeshield.ca>

SAFETY & SECURITY - Occupational Health & Safety

**LOGAN HARRIS KINESIOLOGY**

Logan Harris Kinesiology provides Fitness Solutions through work as a Personal Trainer and Coach. Currently working out of Dynamic Wellness; a private training studio located at 998 Parkland Drive, LHK provides in person and online (hybrid) personal training services for individuals and small groups. Health. Strength. Performance. Resilience.

**Logan Harris**

998 Parkland Dr Unit 206  
Halifax, NS  
(902) 874-0259

[loganharrishk@gmail.com](mailto:loganharrishk@gmail.com)

HEALTH CARE - Health and Wellness

**LOUISBOURG SEAFOODS**

Louisbourg Seafoods is a seafood harvester and processor with over 36 years experience in the Atlantic seafood sector. We produce premium seafood products for sale in domestic and international markets and pride ourselves on supporting economic development and sustainability in rural coastal communities in Cape Breton and Canso.

**Damien Barry**

77 Kings Rd  
Sydney, NS  
(902) 733-2079

[damien.b@louisbourgseafoods.ca](mailto:damien.b@louisbourgseafoods.ca)  
<http://www.louisbourgseafoods.ca>

AGRICULTURE, FISHING & FORESTRY - Fisheries/Oceans

**LYRASIS**

LYRASIS is a global non-profit leader in open technologies, hosting, data migration, content licensing, and community supported software programs for libraries, archives, museums and research organizations worldwide. LYRASIS was created by its members to help them tackle wide-reaching challenges with a collective strength, including: the development and selection of new technology solutions; fostering community-wide projects that help deliver better outcomes and services; content creation, acquisition and management; support for new content models and strategies; and large-scale knowledge management programs unique to collections-holding institutions.

To better serve our members during the COVID-19 crisis, LYRASIS has extended new services at no charge to help enhance the ability of libraries, archives, museums and research institutions continue serving their communities. From free classes to expert consulting,

LYRASIS is here to help.

Bedford, NS  
(800) 999-8558

[angella.graham@lyrasis.org](mailto:angella.graham@lyrasis.org)  
<http://www.lyrasis.org>

EDUCATION & PROF. DEVELOPMENT - Education/Schools

**NOFTWARE SOFTWARE LTD.**

Noftware Software is a software consulting firm specializing in system integrations and application development. Our mission is to provide customers with solutions to empower their business. A successful project requires an organization that has the experience and expertise to lead you in the right direction.

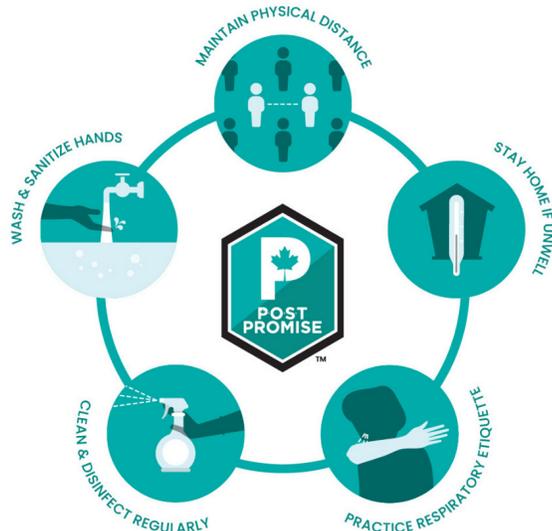
**Jason Noftall**

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(902) 222-2516

[jason@noftware.com](mailto:jason@noftware.com)  
<http://www.noftware.com>

COMPUTERS, IT & TECHNOLOGY - App Development

**P.O.S.T**  
PEOPLE OUTSIDE SAFELY TOGETHER



**POSTPROMISE.COM**

## PEOPLECAN TRAINING

Debbie Adams, owner of PeopleCan Training understands the power of a Strategically Leveraged Network to fast track revenue. She helps ambitious business owners challenge assumptions around money and develop relationships that lead to revenue so they can take themselves off the front line and grow their business today. Beaverbank, NS

### Debbie Adams

(902) 448-6376

[debbie.adams08@gmail.com](mailto:debbie.adams08@gmail.com)

<http://www.peoplecanbiz.com>

EDUCATION & PROF.

DEVELOPMENT - Training Programs

## QUINPOOL ROAD MAINSTREET DISTRICT ASSOCIATION

A street and community unlike anything you'll find in Halifax. Where else in metro can you find such a quirky collection of shops, services, entertainment, specialty dining, and locally-owned businesses? Quinpool Road is home to a diverse, yet tight-knit business district, and a vibrant and growing community, and there's plenty of free parking available all around the Quinpool neighbourhood.

### Karla Nicholson

6139 Quinpool Road PO Box 33143

Halifax, NS

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[karla@quinpoolroad.ca](mailto:karla@quinpoolroad.ca)

<https://www.quinpoolroad.ca/>

NOT-FOR-PROFIT GROUPS -

Associations/Agencies

## REALIZED WORTH ULC

Realized Worth offers strategic consulting services to some of the biggest brands in the world. We help companies successfully create or evolve their employee volunteer strategy through a comprehensive design, transition and implementation process that results in a scalable, robust employee program. It's our mission to bring meaning to action through our Transformative Volunteering approach, which teaches employees how to practice behaviours that create engaging, effective and impactful volunteer projects for their peers.

### Christopher Jarvis

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<http://www.realizedworth.com>

BUSINESS & PROF. SERVICES -

Business Consulting

## RICHARD BUTTS - INDIVIDUAL MEMBER

### Richard Butts

Halifax, NS

OTHER - Individual Member

## SHIFTED ACADEMY

shiftED Academy Inc., established in March 2018, helps you rock the podium, even if the podium hasn't found you yet. We offer presentation skills training and coaching, in person and online (live and on demand). We also create and modernize your courses and presentations so that you meet your objectives.

### Tisha Parker Kemp

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EDUCATION & PROF.

DEVELOPMENT - Training Programs

## SPARKLES N' SAWDUST STUDIO

Sparkles n' Sawdust Studio is an independent creative haven, located in Downtown Halifax. Offering creative workshops for individuals & corporate teams. We specialize in creating memorable experiences.

### Jacquelyn Miccolis

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ARTS, CULTURE &

ENTERTAINMENT - Crafts

## THIS IS MARKETING

Downtown Dartmouth based This is Marketing Inc (TIM) is working to help clients create 1000 jobs and a more sustainable economy in Atlantic Canada. In its five years of operation, TIM has built brands from inception to celebration. A diverse range of clients, a small team of storytellers, we are excited to introduce ourselves to you.

### Neil Stephen

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ADVERTISING, PR & MEDIA -

Marketing

## THORNBLOOM - THE INSPIRED HOME

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SHOPPING & SPECIALTY RETAIL -

Retail (General)

## UP PUBLIC RELATIONS INC.

We're a full-service public relations firm, matching east coast approachability with our boutique agency feel. We take an innovative, authentic and individual approach to every project, helping our clients elevate their organizations through distinctive branding and unforgettable storytelling. We're a small team that loves working on big projects, and we can't wait to #upyourpr.

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<http://uppublicrelations.ca>

ADVERTISING, PR & MEDIA - Public

Relations/Affairs

## ZIA CREATIVE NETWORK INC.

A full-fledge creative, advertising, marketing and social media agency that assists clients in successfully bringing their unique voices to the marketplace. We turn strategies into actions that deliver core messages to the target audience in any platform - from digital to physical. Let's talk! :)

### Charlotte P Sybil Obando

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<http://www.zianetwork.com>

ADVERTISING, PR & MEDIA -

Marketing

# MEMBERS IN THE NEWS

How our members are growing Halifax

## SMOKING CESSATION CHALLENGE HELPS 18 NOVA SCOTIANS QUIT THE ADDICTION

Eighteen Nova Scotians are now breathing a little easier thanks to a smoking cessation program recently offered by the **Lung Association of Nova Scotia**. The Smoke-Free Now Challenge challenged 119 Nova Scotians to stay smoke-free for a period of 4 weeks. The challenge provided participants with motivational emails, a challenge calendar and access to an online support. Fifteen Nova Scotians will soon be enjoying Lobster from Fisherman's Market, a local company who supported this challenge with a generous discount. Three program participants asked to donate their reward to a local food bank. Congratulations to our participants!

## HEALTHY MIND COOPERATIVE CELEBRATES ITS 15-YEAR ANNIVERSARY

Everyone needs access to mental health services that contribute to wellness and recovery. It allows people to lead meaningful lives in a community free of stigma towards mental illness. **Healthy Minds Cooperative** celebrates 15 years of "human making change." It's Canada's only mental health charitable cooperative, providing free peer-based supports to Nova Scotians. The organization focuses on advocating for better access to mental health services, public education about mental illness and addiction; reducing stigma towards mental illness; offering peer support; facilitating public participation in the decision-making around mental health services; offering wellness workshops; and making connections to existing community services.



## SHIPBUILDING PROGRAM FOR AFRICAN NOVA SCOTIANS CONCLUDES

The first-ever Pathways to Shipbuilding Program for African Nova Scotians concluded in June at **Irving Halifax Shipyard** where students had been working on their final practical training in the two-year welding program. East Preston Empowerment Academy hosted program partners today at the shipyard to acknowledge the success of the program. All 20 students who began the program in 2018 are scheduled to graduate, including 13 with Honours.

The program was disrupted in March due to the current pandemic. Program partners developed a revised plan that saw the students arrive at Halifax Shipyard four weeks ago so they could resume their practical training to obtain their four Flux Core Arc Welding tickets required by the Canadian Welding Bureau (WCB) to work in shipbuilding. Irving Shipbuilding also covered the tuition and testing fees for the students.

## OUR NAME HAS CHANGED!

InPowered Living has changed its name to **Champion Foundational Change Agency**. Our new business model speaks to the vital needs of optimizing human and team performance in today's workplace environment. Many employers are eager to invest in wellness programming, if it can reduce longer-term medical costs stemming from this current crisis. We have taken the best models of workplace engagement and wellness that

have proven successful at Fortune 500 companies (ie: P&G, J&J, GSK and Deloitte) and brought them to the Maritimes. Connect with our President at [info@changechamp.ca](mailto:info@changechamp.ca) or visit our website at [www.changechamp.ca](http://www.changechamp.ca) to start your planning for a more resilient and agile team.

**CHAMPION**  
FOUNDATIONAL CHANGE AGENCY

**MEDAVIE CONTRIBUTES \$100K TO THE STRONGER TOGETHER NOVA SCOTIA FUND**

The fund was established by the Government of Nova Scotia and the **Canadian Red Cross** to support the immediate and long-term needs of the individuals, families and communities impacted by the province’s recent tragedy. “We send a heartfelt thank you to our colleagues at Emergency Health Services, who responded to this call with professionalism and courage, and to all frontline personnel who dedicate their lives to ensuring the safety and wellbeing of our communities,” said Bernard Lord, Medavie CEO. **Medavie** supports community-based programs aligned with adolescent mental health and post-traumatic stress, and initiatives that support active living and healthy eating.

**DISCOVERY CENTRE REOPENS WITH NEW MEASURES**

The **Discovery Centre** reopened its doors to the public on July 18 after being closed for four months due to COVID-19. With new hours of operation and safety precautions in place, the Discovery Centre is elated to continue bringing science to life through minds-on, engaging exhibits and activities. Visitors will have to purchase or reserve tickets online before arriving at the Discovery Centre, but once inside they can experience all five exhibit galleries, including the extended feature exhibit, Beyond Rubik’s Cube. Visitors can expect reduced capacity, designated exploration routes, increased cleaning and hand sanitization stations, protective barriers installed around high interaction areas such as the front desk and café, and staff wearing non-medical protective equipment.



**MENTAL HEALTH NS MARKS FUNDING MILESTONE**

The **Mental Health Foundation of Nova Scotia** is celebrating an important achievement— having provided more than \$1 million in Community Funding for the first time in the organization’s history. The funding allowed for more than 6,700 hours of mental health support; impacting an estimated 21,500 individuals directly and 235,000+ indirectly.

The Foundation’s funded programs increase access to mental health supports including counselling, employment and life skills training, recreation/music therapy, peer support, resiliency and BIPOC & 2SLGBTQIA-focused programs. Since 2006, the Foundation has provided more than \$5.5 million in funding to mental health initiatives throughout Nova Scotia.

**APPILI THERAPEUTICS ANNOUNCES CLOSING OF PUBLIC OFFERING**

**Appili Therapeutics Inc.** announced the closing of its previously announced public offering of units. The offering was made pursuant to an agency agreement entered into with a syndicate of agents led by Bloom Burton Securities Inc. and including Mackie Research Capital Corporation,

Industrial Alliance Securities Inc., Haywood Securities Inc., and Richardson GMP Limited and the Company. Pursuant to the Public Offering, the Company issued a total of 12,937,500 Units at a price of \$1.20 per Unit for aggregate gross proceeds of \$15,525,000. For more info, read [here](#).

**STEPPING UP TO THE CHALLENGE OF COVID-19**

**Autism Nova Scotia** serves over 18,000 autistic individuals and their families across the province. Because of COVID-19, the autism/autistic community experienced a significant disruption in routines and many lost critical services they rely on. We closed our physical

doors to the public in March and immediately pivoted services to online delivery, to comply with Public Health guidelines. While many organizations shut down operations completely, Autism Nova Scotia continued to deliver the supports our community so desperately needed, emerging as a leader in program development and delivery in our “new normal”. We are committed to moving forward together through this pandemic.





**BLACK LIVES ARE ESSENTIAL: GOOD ROBOT BREWS UNITY BEER**

**Good Robot** brewer Giovanni Johnson has worked with a group of BIPOC Nova Scotians in the food & beverage industry to create the Change is Brewing Collective and to honour the Black experience. Their first brew as a collective is a blackberry pale ale called Blackberry Freedom. The beer is a challenge to other breweries in Nova Scotia to consider how

they can be more inclusive of Black, Indigenous, and People of Colour in their communities. 50% of all proceeds of the beer will be donated to BIPOC youth and community groups. Blackberry Freedom will be available in cans or draft on Good Robot’s online store at goodrobotbrewing.ca or at their taproom and retail space at 2736 Robie Street on July 11.

**RONALD MCDONALD HOUSE CHARITIES® ATLANTIC NAMES LORI BARKER AS NEW CEO**



**Ronald McDonald House Charities®** Atlantic’s Board of Directors is pleased to announce the appointment of Lori Barker as Chief Executive Officer. Barker is taking over from Shauna MacLennan who is retiring following 25 years with the organization. Lori is the Director of Development, leading RMHC Atlantic’s philanthropic endeavours for the Maritimes. She brings passion for helping families, strategic outlook and ability to mobilize community support to RMHC Atlantic for its next chapter. Lori has a bachelor’s degree in Business from **Acadia University** and has been working in the charitable sector for almost 20 years. Prior to her current role, she served as the Executive Director of the Canadian Cancer Society, PEI Division.

**HERE WE GROW AGAIN!**

**Dress for Success Halifax** is thrilled to announce their newest location to serve their clients going forward post COVID-19. We will now be serving our clients from 3,000 square feet with multiple changing rooms at The Bedford Place Mall, located at 1658 Bedford Highway, which is located on a bus line and has ample parking. “We are extremely thankful to Global TV, who put our message out to the public in support of securing a new home and we are incredibly grateful to Judith Thompson (General Manager-Bedford Place Mall) for her insight and generosity. Thank you to our community for their support as we continue to assist women during these unprecedented times,” says Board Chair, Julie Wisen.

**PROMINENT MARITIME BROKERAGE COOKE INSURANCE GROUP JOINS NAVACORD**

**Cooke Insurance Group** has partnered with Navacord Corp., Canada’s fourth largest commercial insurance brokerage and a leader in risk management services. A second-generation family business established in 1972, Cooke has grown to become one of the largest independent brokers in the Maritimes with four divisions and 10 locations across PEI, Nova Scotia and New Brunswick. They focus on personal, financial and mid-market commercial insurance with sector specialties across a wide range of industries, from agriculture and marine, to construction and transportation. With deep roots in their local communities and a customer-first approach, Cooke’s investment in good people and innovative, back-end technology has resulted in a history of strong organic growth.

**SUPPORT FOR OUR HEALTHCARE WORKERS**

**Tranquility Online** is a Halifax web-based Cognitive Behavioural Therapy (iCBT) program. It's working with Partners For Care in Nova Scotia to offer healthcare professionals a province-wide free mental health treatment and access to online coach-guided support from their computers and hand-held devices. "Feelings of uncertainty and anxiety are intensifying as the COVID-19 pandemic continues," said Joel Muise, CEO of Tranquility Online. "We are suspending our subscription fees for heroes on the front-line, because we know this will have real impact." Tranquility is eager to partner with other companies across the province who are seeking support for their employees and their families.

**NEW LOCATION FOR MCSS**

**Metro Care & Share Society (MCSS)** is a registered non-profit organization founded by Mel Boutilier. It has been active as a fundraising organization for youth education. Our hearts have gotten heavier with the passing of our Founder/Executive Director, Mel Boutilier. The MCSS team is carrying on with Mel's important work to keep his spirits alive. We would like to inform that we have moved to 2624 Windsor Street, Halifax, NS as of May 1, 2020, and have re-opened for business. We run a little store where we sell a wide variety of donated merchandise at substantially reduced prices.



**SUPPLEMENT KING TARGETS NEW LOCATIONS**

Roger King is planning to expand the **Supplement King** brand across Canada by taking over several locations from the former GNC. He's taking over at least one store in Alberta, and potentially two stores in B.C. Transforming the location into a Supplement King requires a lot of work and money. Setting up a new store costs around \$300,000.

King predicts new Supplement King stores could be open by the first quarter of 2021. The brand has many locations across Atlantic Canada and has 350 employees across the country. King is the recipient of the Halifax Chamber of Commerce award for business leader of the year last winter.

**DARTMOUTH GENERAL HOSPITAL FOUNDATION WELCOMES LISA WEATHERHEAD**

We are excited to welcome our new Director of Philanthropy, Lisa Weatherhead, at Dartmouth General Hospital Foundation. Lisa will be providing leadership for us to build on the incredible momentum we have in donor

support for capital equipment campaigns, annual giving and events. Lisa has a strong history in strengthening community engagement and we are happy to welcome her to our team.

**NEW LEAF ENTERPRISES AND ASSISTED MOBILITY PROGRAM GIVE BACK TO THE COMMUNITY**

Through Easter Seals Nova Scotia's Assisted Mobility program, Allison Dorton, who is living with Multiple Sclerosis, was able to get her own power wheelchair! This year, she will be stepping off the edge of Halifax's tallest office tower in support of people living with disabilities. Drop Zone 2020 will take place on October 3. Find more information [here](#). In more good news from Easter Seals, their social enterprise, New Leaf Enterprises is open and boasts a

skills development and vocational training centre, a commercial kitchen to support catering and three cafes, and a Supported Employment program, which works with clients with disabilities and employers in the community for meaningful job training and subsequent labour market employment. **Contact** New Leaf to see how they can support your work with their Business & Mailing Services.

# Arts & Culture



**An economic account of creativity, education and belonging**

**by Mina Atia**

The arts and culture sector is a pillar of our community. It's an integral part of forming our sense of identity as Haligonians and Nova Scotians.

Even so, arts and culture are often overlooked given how much the sector contributes to our economy by nourishing society, education and overall mental wellbeing.

"From an economic perspective, I think there's a lot that's not easily recognizable about the impact of the arts on our community," says Cheryl Bell co-owner of **14 Bells Fine Art Gallery**.

Her gallery is a commercial retail store that represents over 40 artists. Whenever the gallery sells a piece of art, the revenue trickles down into the community, back to the artist and their families.

That's just one way 14 Bells generates money for the community and the economy. "Also, we're very involved in advertising and supporting different charities as an art gallery and part of the community," says Bell.

Arts and culture is frequently the first sector to have its budget cut when the going gets tough.

The sports industry, for example, doesn't experience the same level of cuts. We don't typically see this industry as 'unnecessary' or an elective outlet when budget cuts come around, compared to the arts and culture sector.

Arts and culture end up facing tight budgets regardless of its economic contributions and many of its other offerings. Particularly when the Halifax arts and culture is considered a niche for local businesses, which employs many and stimulates our economy.

"If you look at cultural industries in Canada, it's a \$59 billion industry. It's bigger than the value of agriculture, fisheries forestry and hunting combined. And it's eight times larger than the sports industry in this country," says Nancy Noble, Director and CEO of the Art Gallery of Nova Scotia.

Halifax is lucky to have several galleries, both public and private, including the **Art Gallery of Nova Scotia**. The

90,000-square foot building has a permanent collection of more than 15,000 pieces of art.

Noble, A 30-year veteran of Canadian arts and museums, thinks the Halifax art scene is rich and diverse compared to that of other cities she worked in.

Not only does it contribute to the city's vibrancy, but the Halifax art scene is a business and an employment generator on a local scale.

"There's about 13,000 jobs, which is a significant number of jobs, and it contributes almost a billion dollars to the GDP of Nova Scotia," says Noble.

The major social impact is made clear by the educational component of the arts.

"There are many studies showing children who are involved in learning music, painting or drama, really improve their cognitive ability, literacy and math skills," says Noble.

These arts and culture elements, enriching the education of different age groups, ultimately lead to well-rounded



young recruits. They are open to learning, improving and are creatively contributing to the economy through their chosen career paths.

“There’s just a lot of evidence and it really has a serious impact in terms of how people learn and the way they see the world,” says Noble.

Halifax is a hub for the visual arts and home to a celebrated school for art and design, as well as more than 30 art galleries. Noble believes the arts and culture sector is strongly cemented in part by the support of post-secondary educational programs.

“In the visual arts, obviously NSCAD (Nova Scotia College for Arts and Design) has a long and very important history to the arts community not just in Halifax but across Canada and in North America” says Noble.

“Other community colleges and universities have great art programs as well, and I think that’s really helped shore up and develop the arts community here in Halifax. I think it’s fantastic.”

“There’s about 13,000 jobs, which is a significant number of jobs, and it contributes almost a billion dollars to the GDP of Nova Scotia”

— Nancy Noble,  
Director and CEO of the Art  
Gallery of Nova Scotia

Given its generous contributions, the arts and culture sector is highly revered in Halifax and Nova Scotia.

“The art scene in Halifax is very vibrant, mostly because we have such a high population of artists in all venues like performing arts, musicians and visual artists,” says Bell.

As a result, the art scene has a lot to offer the community. It provides multidimensional outlets that help shape and strengthen a societal identity, on a communal as well as an individual level. It also brings people and communities together in shared spaces.

“There’s an intrinsic value and a social impact that arts and culture have. In the broadest sense it gives us a sense of identity and a feeling of belonging to the community,” says Noble.

“The impact of the art scene on our community is omnipresent; it’s part of our identity as Nova Scotians and Maritimes. You can’t talk about Nova Scotia without talking about the music and the art,” says Bell.

Bell recently visited remote communities of smaller populations,



who rely heavily on tourism business. “They’re really going to hurt with the lack of tourism,” she says. “At least Halifax has the population.”

“But even then, Halifax has so many great artists, venues, plays and singers, and we just don’t have the population to support it all. So it’s really going to hurt missing out on tourism here as well,” says Bell.

Noble believes that throughout the pandemic, people have realized the unequivocal longing for the arts and culture.

“We’ve learned a lot in the last few months being in quarantine about how much it means to us to be able to stand in front of a great painting, listen to live music or go to a festival or a concert,” she says.

“It’s important; I can’t imagine a world or a community without it. I just cannot. It’s impossible.”

The visual arts have had it better than the performing arts during the pandemic. The latter has lost audiences, gathering opportunities and ticket sales.

While the former has maintained its revenues by selling online to people nesting at home, whom are trying to keep busy with home improvement projects, gardening and buying art.

Both forms of arts simply have different business models. “This current crisis has really focused on the importance of supporting local and I’ve seen it in my business that people are consciously asking: How can I support a local artist and buy local,” says Bell.

Those buyers affirm how important supporting the arts is to them. They want to make sure art commerce continues to prosper even after the pandemic is finished. “Art buyers are consciously making that decision,” says Bell.

Bell stresses that the onus is on art buyers to keep that top of mind and bring it back to the performing arts.

“Buy the tickets, go to the shows. I know that the industry is precarious at the best of times, so they’re really going to need support coming out of this,” says Bell.

This sense of urgency is possible as long as the spaces are safe and social-distancing rules are being followed.

14 Bells Fine Art Gallery shifted its space during the months of quarantine by renting it out for small private gatherings. “During the month of May, I offered the gallery as a safe place for people to come with just their household members to celebrate a birthday or have a date night,” says Bell.

“They were able to come to the gallery and have the opportunity to celebrate special occasions for the evening just for themselves. And it was very well received.”

It was a valiant effort on Bell’s part to keep the arts alive. She provided a commercial safe haven for people to still visit, gather and check out the art pieces displayed in the gallery. It kept the arts and culture top of mind during a time when everyone was solely preoccupied with safety.

At the same time, online sales and programming proved to be of the utmost importance to the survival of the arts and culture during that time.



Photos of 14 Bells Fine Art Gallery provided by Cheryl Bell

Bell knew when she opened her gallery four years ago that she can't rely solely on foot traffic. "I made sure that all of my art and services were available online, and we have a very big presence on social media with an e-commerce setup," she says. "So when this all happened, I was perfectly positioned to still keep my business running."

Unfortunately, the Art Gallery of Nova Scotia was closed for months to the public since stay-at-home orders were in effect.

Though their doors were closed, the gallery didn't stop working with and providing for the community. It navigated those orders and implemented a new way to deliver its services and remained an available resource to Halifax.

"We've had a lot of success with online programs; we've had almost 800,000 impressions on our social media content during the closure. That's huge! We're not a huge art gallery. So obviously we engage people in the right ways, on the right platforms and we were able to keep our frontline staff working," says Noble.

"They were doing it from home. They learned a lot, and I think we'll take that forward and it'll make us a better art gallery."

On the flip side, Noble thinks there might be a disconnect between the

business community and that of arts and culture. When it comes to mutually beneficial relationships, she thinks there is more opportunity for business and arts to come together.

"The business community needs to collaborate with the art sector, invest in it and partner with us. I actually think they could learn a lot from the arts and culture sector," says Noble. "There are great examples of collaboration out there, but I think we can both support each other to strengthen the community."

The undeniable economic contributions of the sector make it easy to work together, and the arts and culture sector looks forward to further developing their prosperous relationship.

The arts and culture have an extensive history of resiliency tales. Despite budget cuts and unknowing dismissal, the sector remains a long-standing edifice of our economy. Its positive implications in our communities, educational programs and even individual wellbeing are withstanding all storms. □

“I made sure that all of my art and services were available online, and we have a very big presence on social media with an e-commerce setup.”

— Cheryl Bell,  
Co-owner of 14 Bells  
Fine Art Gallery

# HALIFAX CHAMBER STAFF: WHERE ARE THEY NOW?

BY ERIN ELAINE CASEY

*Business Voice sat down with three former stars of the Halifax Chamber staff to find out what they're up to now, how they're contributing to the growth and prosperity of our city and how their time at the Chamber contributed to where they are today.*

**Leanne Andrecyk**  
**Managing Partner and Certified**  
**Event Manager, ZedEvents great**  
**productions**

**What did you do at the Chamber?**

I was initially hired as an Event Manager, one of three that comprised the team there to oversee all the events the Chamber does. At the time, we were averaging about 50 events a year. I worked there for five years and left 13 years ago. Over that time, I transitioned to Manager of Events and oversaw our team in conjunction with my boss. We had a fantastic time.

I loved working at the Chamber. At the time, it was my dream job. Sometimes you have days you really don't enjoy what you're doing — I never, ever felt that way there.

I left on parental leave to have my daughter, and while on leave I was approached by ZedEvents with an opportunity to produce the city's largest fundraiser — it was one I couldn't pass up!

I still go back to the Chamber and visit all the time. We've also worked on events together professionally. There are several Chamber alumni who still get together for lunch or dinner and reminisce.

**What's your role at ZedEvents?**

I manage the company. I started out as



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an Event Producer, and I've had several job titles since. I transitioned to Creative Director, and now I'm Managing Partner. Like any small company, one day you're the CEO and the next day you're cleaning the toilets. I oversee operations, business development, and creative development for the various projects we take on for our clients.

ZedEvents is involved in producing several local fundraising events and conferences. A large part of what we do is strategic consulting, long before we start planning the event.

Most recently, we had the privilege to be involved with the Barack Obama event — we were hired to oversee logistics for the VIP meet and greet with Obama, so we were right there with him and his

secret service team. Our entire team was so excited to be part of that — just ecstatic! I don't usually get starstruck (you can't in our industry) but I was definitely starstruck.

**Do you have any special memories of your time at the Chamber?**

We worked in an open area, and I would talk to myself as I made my way through my checklists for each event and say, "That's done, that's done..." The staff at the Chamber gave me a T-shirt with "That's done" on the front. It became a tradition that I would always wear it the day after each event and parade through the office.

To learn more, visit [zedevents.ca](http://zedevents.ca)



**Melissa MacDonald**  
**Communications and Marketing**  
**Advisor, Halifax International**  
**Airport Authority**

**What did you do at the Chamber?**

I worked at the Chamber from 2013 to 2018. I was hired into a position that no longer exists and is now the PR Coordinator role, and this evolved into the Communications Specialist role. Business Voice was my main gig — making sure that went out on time and we were providing interesting and relevant stories for the members and readership. It was one of my favourite things I got to do while I was there and I was really passionate about it. It was my first grown-up job out of university. Nancy Conrad (former VP) took a chance on me and I was smitten from the moment I stepped in the building. I was totally on board. I caught the Chamber bug.

**Tell us about your current role.**

I get to work very closely with the executive management team, which is very exciting and an extension of what I was able to do at the Chamber. Some members of our leadership team get to travel all over the world and speak about

what's going on in Halifax. I'm also very involved in our digital presence: social media, website, intranet for employees.

I've been able to focus my efforts based on what I'm passionate about: employee communications. I get to help improve how we communicate with them — making sure they're getting the information they need, how and when they need it. It's really gratifying to help employees understand what they bring to the table and how important they are.

I love my job. It's interesting coming from a pretty small team at the Chamber to an organization with a full public affairs and marketing team. It allows us to become more specialized and focus on our passions a bit more.

**What do you bring with you from the Chamber into your new role?**

The value of teamwork and having a team that can leverage each other's strengths and fill in each other's gaps and take everything to the next level. Nobody at the Chamber does it by themselves. It's all a group effort, and it was really good to learn that so early in my career. We all just loved what we did so much. It didn't feel like work. I was really excited when I joined the Chamber because I'm a huge

**“** *It's gratifying to help employees understand what they bring to the table and how important they are.* **”**

— **Melissa MacDonald,**  
 Communications and  
 Marketing Advisor,  
 Halifax International  
 Airport Authority.

advocate for Halifax and the business community and how important they are to the region, and that only grew in my time there. Coming to the Halifax International Airport Authority, which is also so important to the region, felt like a natural step because we're huge participants and community advocates.

**Do you have any stories from your time at the Chamber?**

One of my first assignments at the Chamber was to work on the Halifax Business Awards, specifically to guide the 30 finalists through the process and ensure everything was ready for the big day. This is a massive undertaking because there are so many things you have to coordinate.

One of the finalists, who required extra attention and guidance, realized just how much time, energy and passion goes into getting it all done and he made me a certificate in the field of “cat herding.” He's still one of my favourite finalists I had the pleasure of working with, and I still use the phrase “cat herding” to this day!

To learn more, visit [halifaxstanfield.ca](http://halifaxstanfield.ca)

**“I think it was a bit of a philosophy of the Chamber at the time to take young people early in their careers and help them build their careers.”**

— **Maggie MacDonald,**  
Manager, Regional  
Recreation, Parks and  
Recreation, Halifax.

**Maggie MacDonald**  
Manager, Regional Recreation,  
Parks and Recreation, Halifax

**What did you do at the Chamber?**

I was a Policy Analyst from 2004 to 2008, and I worked for Nancy Conrad. I think the role is still there and probably very similar: research, policy papers, working with volunteers, developing a precursor to HRM’s first economic strategy, planning an economic summit. It laid a great foundation for all the things that came next.

I was just starting out. I had completed a Master’s in Public Policy and Public Administration at Concordia and an internship. It was my first real, full-time professional job. I think it was a bit of a philosophy of the Chamber at the time to take young people early in

their careers and help them build their careers. There is a bit of a network of alumni and a culture of doing that.

**Tell us about your current job.**

This is a bit of an evolution for me. I’ve been with the municipality since 2012, at first with the economic development and government relations side. I was interested in getting operational experience, and my current job is a combination of policy and operational.

I manage our community partnerships — upwards of 70 percent of our activities are offered through partner community centres; the culture and events portfolio — logistical support and administration of grants to events, and maintaining and developing public art; facility scheduling across the municipality including community scheduling for schools as well as for parks, arenas, etc.; and bringing all the services online and into a new system. Rec services are online already, and now we’re bringing our multi-district facilities into that system as well. No two days are alike.

**What did you bring with you from your time at the Chamber?**

Working with volunteers was a big influence on me in terms of appreciating the work they do in our community, and the networks I built are still in place now and I access them regularly. The calibre of volunteers we had at the Chamber — it really built a comfort level about reaching out and asking for help.

The network of Chamber alumni is also really valuable. There’s a feeling of having a network and people you can reach out to and that hasn’t diminished since I left.

**Do you have any funny stories about the Chamber?**

I remember when I interviewed for the position. The last person I met was Valerie Payn, the President at the time, and I lost my earring during the meeting. The end of the interview was me, Nancy and Valerie all crawling around on the floor looking for my earring. I thought, “I’m never going to get this job!”

To learn more, visit [halifax.ca](http://halifax.ca) ■



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# CGI: leading the way in proactive technology

Clients and employees drive organizational excellence

By Mina Atia

**D**igital infrastructure allowed businesses to pivot during the extraordinary developments of the past few months.

Working from home, using a multitude of platforms to stay up to date and shifting business operations to online services are next to impossible without technology.

One of the largest IT and business-consulting firms in the world, CGI delivers an end-to-end portfolio of digital capabilities and capable professionals. The firm provides strategic IT and consulting services to help businesses integrate different systems and further develop their operations.

“We have been present in Atlantic Canada for nearly 30 years, and today we have over 400 professionals working and living in Halifax and a further 200 between Stratford, Moncton and Fredericton,” says Neville Ashleigh, Vice President of consulting services at CGI.

Founded in 1976, CGI embarks on a

“As a people-led services firm, we collaborate to strengthen our clients and our company through innovative ideas and outstanding delivery, while making a difference in the communities in which we work and live.”

— Neville Ashleigh,  
Vice President of  
Consulting Services at CGI

journey with its clients by successfully implementing their strategies through the best use of technology. Throughout that journey, from start to finish, the firm helps businesses reach their objectives and become customer-focused digital enterprises.

CGI prides itself for having an empowering work environment that builds careers for its employees. It believes firmly in the talent it houses and strives to be recognized by those professionals. They’re not just employees of CGI – they’re members.

“As a people-led services firm, we collaborate to strengthen our clients and our company through innovative ideas and outstanding delivery, while making a difference in the communities in which we work and live,” says Ashleigh.

Ashleigh has been a professional consultant for over 25 years, and has worked with CGI for 13, starting out as technical consultant. He was relatively new to Canada and looking for a job with

a company that considered his previous experience and gave him opportunities to grow, all while recognizing and rewarding his successes.

He found exactly what he was looking for with CGI.

“While I may have been at CGI for 13 years, I have had many different jobs in several different industries and learned so many new and amazing things along the way,” he says.

“I have found that not only with my clients, but also with my company, the most important words I can use are ‘how can I help’; those four simple words go a very long way to finding opportunities and seeking out success.”

Ashleigh started out writing codes and solving technical problems, but he had his eye on leadership roles.

With the direction and encouragement of his managers, he was able to create and execute a development plan. He move into a development management role then became a project manager, running an entire engagement – moving from consultant to a senior position then on to a director.

“Something that has always been consistent with CGI is that whenever I have sought out more responsibility, the organization has gotten behind me to not only help me prepare for my next challenge but to help me find it as well,” says Ashleigh.

Three years ago, he became Vice President, responsible for business development and delivery for Nova Scotia, Prince Edward Island and Newfoundland clients.

CGI launched new initiatives in response to the economic hardships many Canadian businesses are facing. It’s currently helping a major Canadian bank automate financial relief programs to optimize costs and customer care.

The firm is developing **process-automation solutions** for said bank, through which the bank will be able to fulfill its strong commitment to helping customers through financial difficulties. At the same time, it will also increase the



**CGI** *Our diversified mix of critical services, industries we serve, and multiple geographies is helping mitigate the impact of COVID-19 on our company.”*  
 — Neville Ashleigh, Vice President of Consulting Services at CGI

quality and speed of services and reduce risks and costs.

“The pandemic has, of course, created unprecedented business conditions. Fortunately, we have a resilient business model,” says Ashleigh. “Our diversified mix of critical services, industries we serve, and multiple geographies is helping mitigate the impact of COVID-19 on our company.”

In the early months of the pandemic, CGI helped Montreal Heart Institute carry out a major clinical study to find treatment for COVID-19. The study, funded by the Government of Quebec and called COLCORONA, was facing some challenges. CGI was enlisted to find quick and secure **digital tools** to manage the recruitment, selection and evaluation of almost 6,000 patients for the duration of 30 days.

Back in March, CGI collaborated with the British Columbia health sector leaders to **digitize and automate** COVID-19 information. The firm also worked closely with the Chamber of Commerce of Montreal Metropolitan to **run a webinar** on the impact of the pandemic on cybersecurity. It was a response to the increasing concern over the risk of growing cyber-attacks aimed at employees working remotely.

“Beyond the short-term reopening, which will vary in duration and approach, structural impacts to the different industries will require new business models and practices,” says Ashleigh. “These may take the shape of evolving ecosystems, supply chains, and workforce modifications – all requiring businesses to make adaptations to their pre-COVID approaches.”

The firm launched the CGI3R initiative to share insights and services with clients to help them navigate the phases of the pandemic. The initiative is based on three phases: respond, rebound and reinvent. “As many regions are emerging from the Respond Phase, organizations will start focusing on their Rebound and Reinvent priorities,” says Ashleigh. “Some of those priorities will be focused around specific themes.”

To navigate the priorities of the Rebound and Reinvent phases, CGI helps its clients narrow down their business focus to five steps. The firm supports them in enabling business agility; considering the future of their workforce and workplace; rethinking the IT supply chain; optimizing advanced analytics and decision making; and reaffirming cybersecurity and business continuity.

“Many changes will happen, and it is difficult to predict what the new normal will be. But one thing is certain, technology will be at the heart of it,” says Ashleigh. ■

# What brand means to us

The combination of reputation and expectation on delivering a promise



**MIKE BARDSLEY**  
VICE PRESIDENT,  
REVOLVE BRANDING &  
MARKETING

Very early in human innovation, we learned to make bricks. They are the oldest known building material and have been around for almost 10,000 years. Inevitably, some of those early bricks were pretty sketchy.

Certain masons who stood behind their products opted to mark a symbol on each brick to ensure builders knew exactly where that brick came from (reputation) and deliver confidence in the product (expectation).

From our perspective, this was the birth of the concept of 'branding'. That combination of reputation and expectation that delivers your promise to the world.

In modern times, the word 'Brand' has become a cliché. Modern definitions seem all inclusive of logos, names, colours, filters and the aesthetics associated with a company or person.

Brand has become an over-used, under-valued commodity term, included as a line item in the service offerings of every designer, web developer, life coach, influencer and agency. This makes us a little sad, but

**“Effective branding comes from strategy, not design and from culture, not advertising.”**

— Mike Bardsley,

Vice President, Revolve Branding & Marketing.

a lot motivated.

The original essence of branding is something we hold in high regard – the emotional connection you create with your audience because of actions you repeatedly do and not what you say or how you look.

Strong brands create an important mental shortcut. Confidence in a product, service or person eliminates the need for rationalization, research or alternatives. It can bridge the positive customer experience you create into new technology and new ways of connection.

Effective branding comes from strategy, not design and from culture, not advertising. It is rooted in the deeper level of consciousness that is foundational to operations and ethics. It's what you do, not what you say.

A well-articulated brand gives voice to personality, values, mission and purpose. It creates the ability for a corporation, and the team members that comprise it, to make the right decisions with confidence. Those decisions feel right because they stem from a deeply rooted ethos that operates outside of surface level noise, trends and bright, shiny objects.

When we get this right, our clients identify their 'secret sauce'. That unmistakable and unique strength that creates revenue, margin and equity.

Sometimes the process of exploring

and articulating your brand can feel 'soft' or ethereal. But we see it as the complete opposite. Taking care of the ethos for your business offers focus and direction when times get tough.

We're all dealing with continuously massive shifts in customer behaviour and uncontrollable moves toward digital experience. It's never been more important to shed traditional ways of doing business without losing sight of what makes your business tick.

Ask yourself, if historic methods of ensuring you stay relevant with customers, will it continue to be as effective as you grow, and as the world continues to change? Is the language that defines your company and services overtly clear for your team members?

Your team wants to be aligned and act autonomously— especially when remote workplaces become the norm.

**Revolve's** purpose is to help brands thrive. Our mission is to provide an extraordinary experience for our clients, with ideas rooted in strategy and executed with creativity. We do this by listening, untangling and creating.

Consider your own bricks. Are they recognized and sought out for precisely the right projects? We can help you make your mark.

# Ride for Cancer sees success amid COVID-19

Over 785 Riders join the fight against cancer



**DIANNA MACDONALD**  
DEVELOPMENT MANAGER,  
SPECIAL EVENTS &  
PARTNERSHIPS, QEII  
HEALTH SCIENCES CENTRE  
FOUNDATION

Hosted by the QEII Foundation, Ride for Cancer powered by BMO Bank of Montreal has raised over \$2.6 million since 2015 to advance local cancer care at the QEII Health Sciences Centre.

In 2020, our Ride community is rising to an epic challenge to raise \$1 million. It is bringing the QEII Health Sciences Centre one step closer to introducing a new, world-class procedure – a breast seed brachytherapy program. This program will reduce the number of treatments required for some early stage breast cancer patients, from 30 to one in one tiny dose. For patients, this means more time at home, focusing on what matters most.

Cancer care never stops – not even for a pandemic. For the one in two Atlantic Canadians who are facing

**QEII** *Cancer care never stops – not even for a pandemic."*  
— Dianna MacDonald,

Development Manager, Special Events & Partnerships,  
QEII Health Sciences Centre Foundation

this disease, this event and this community's fight against cancer continues.

As event organizers geared up for the sixth annual Ride for Cancer powered by BMO Bank of Montreal – set to take place on October 3, 2020 – the COVID-19 pandemic hit full-force. The event was forced to pivot its strategies to inspire Rider registration and support for the cause.

Historically, the tried-and-true recruitment strategy has been in corporate workplace presentations. Teams from Atlantic Canada's top businesses sign up for the event on the spot and commit to raising \$1,000 each (or an average of \$1,000 per team member).

With social distancing guidelines and the COVID-19 environment evolving on a daily basis, the event team was no longer able to inspire these groups face-to-face. They stepped up to the challenge, with a pivot that could change the way they recruit teams for years to come.

Over the past three months, Ride for Cancer powered by BMO Bank of Montreal has seen tremendous success, despite the many challenges that the COVID-19 pandemic has presented. The event organizers have implemented several key strategies

to recruit Riders and bolster support for the cause, all while adhering to social distancing regulations. These creative strategies include things like the development of an inspirational virtual video presentation, special incentives for Riders to recruit friends and family and more.

With record-breaking uptake this year, the event has seen over 785 Riders register thus far. It's making it clear that the community is motivated to support cancer patients right now, and it's happy to have something to look forward to with family and friends in October as things start to open up.

The event organizers continue to take a positive and optimistic stance, shifting the event positioning from a one-day event to a movement and cause that a community can get behind and drive forward.

As the current COVID-19 environment continues to evolve, the **Ride for Cancer** powered by BMO Bank of Montreal team and the **QEII Foundation** are closely monitoring the situation and planning for many different event scenarios. While it may end up looking different, this event will happen on Oct. 3, 2020.



# How does loyalty marketing & CRM grow revenue exactly?

Direct ways to communicate with customers

**MARIA CAINES**  
CHIEF GROWTH PARTNER,  
BAY TO MAIN CONSULTING

How can CRM sales software help boost sales performance for retail, hospitality, service-based and tourism business sectors? These businesses are where most consumers spend their dollars.

Now more than ever, business owners need a more direct way to communicate with their customers when they aren't in the store. Every customer has become extra crucial for revitalizing a business. By connecting directly with customers, you can:

- Thank your customers for their purchase and support.
- Let customers know about your full range of products and services.
- Let customers know when you have a sale or special offer.
- Keep customers current on your protocols to keep them safe.

- Increase the number of times they shop with you.
- Increase the number of items in their basket.
- Introduce higher-priced items more easily.
- Recognize special occasions like birthdays.
- Cross promotions with other businesses.
- Reduces customer churn.
- Increases customer referrals.

**BONUS:** Reduce the chance of defection to the competition who offer loyalty rewards!

Essentially, you use your customers' information to nurture the trust in your relationship. You do so to keep your business top of mind as the only merchant whom they should obtain your sector's products and/or services from.

Natalie Doyle Oldfield states that 81 per cent of consumers spend more with businesses they trust.

The Pareto Principle says that 20 per cent of your customers give 80 per cent of your sales. It makes sense then that moving more customers to the same level of support as that 20 per cent will increase your sales volume exponentially.

Let's look at the math. Your 20% (100 customers) are spending \$1,000 per month for a total of \$100K = 80% of \$125K

If 30% (150 customers) begin spending \$1,000 per month for \$150K, it equals up to a 40% increase in total sales (\$50K more / \$125K) depending upon the original spending.

When your systems and controls are ready for this kind of growth and service delivery, find a loyalty partner who can scale with you and your goals.

Our team is [here](#) help!

# Is creativity jeopardized in the data-driven advertising industry?

Creativity and data working hand in hand



**WASEEM YAKDI**  
CEO, ZIA CREATIVE  
NETWORK INC.

I feel nostalgic and envy for an era I couldn't witness, a time when creative work was printed out on solid boards and stood to people's attention. But who knew if the billboard was successful in selling Coca-Cola? Or if the print ad really moved the needle in convincing people to buy a Jaguar over a Mustang.

There was actually no way of knowing. And by not knowing, ad men like Don Draper could continue to sell their performance and sell the creative that may not have necessarily driven sales. But that may have instead stimulated the imagination of the people.

In today's digital-paced world, data makes the rules, which is why brands are increasingly turning to tech-enabled advertising agencies. Before the advent of social media and digital marketing, there was a mystery attached to every ad campaign that offered no measurement of sales conversion.

But today, this mystery ended as social media insights tell exactly which handbag is sold to which 25-year-old female with an interest in shoes. But are those metric-driven campaigns giving creativity enough space to breathe?

Advertising agencies know very well catchy content can prove to be the most effective, but they also cannot ignore the fact that they are in the business of selling things for their clients. With the pressure on clients to hit numbers, it becomes difficult to play when you've got a babysitter over your head telling you not to muck around.

A big challenge facing creative agencies today is to convince their clients that it's worth taking a punt. Another problem is when the agencies are willing to push the boundaries, and the client says it's a bit too creative.

In this age of austerity, agencies have to find a balance between sales and creativity. To abandon out-of-the-box ideas just because they're not supported by statistics is folly. This severely limits the value we as agencies can bring to our clients.

I am not against data, but a substantial weight must be given to instincts. The instincts of smart and creative people, supported by strategic reasoning, can do wonders for the brands.

Today, we're scared of taking risks when it comes to ideas. Risky creative, previously considered paramount, is now seen through the lens of fear. In the world of unrelenting competition, it has become an uphill battle for creativity where it's finding ways to survive in the data-driven money game. Data has become an easy shield to hold up while taking risky business decisions. The "what ifs" by the devil's advocates often overpower great ideas.

Digital space has taken center stage in the advertising industry. Brands aren't losing time in taking advantage of statistics in creating scroll-stopping ads. Ones that stand out and capture the audience's attention in a social media landscape already flooded with constant posts on the news feeds.

Undoubtedly, creativity is required to engage with the audience. But data analysis can help creatives understand their target audience in a way that seems almost magical. Some view this as a barrier to creative freedom though.

Whether you buy a rectangular ad on a local newspaper or take over a homepage on YouTube, you initially need to get the right message delivered to the right person. Then the format enables the creativity.

With the right mindset, plus a fresh and more creative approach, brands can use data to do work that doesn't just get the attention of customers but captures it, holds it and keeps them wanting more.

We must not forget we're not in the era of the 50s or 60s anymore. Fortunately, now we can strike a happy balance between knowing our audience, trusting our gut and intuition, and taking a risk. It is crucial to ensure your data is the fuel igniting the creative spark, not the flood that extinguishes it.

Going digital has become imperative for brands to connect with customers, increase brand awareness and skyrocket revenue. There is a paradigm shift from traditional ad spend to digital.

We see major advertisers are experiencing a steady decline in traditional media, but overall marketing budgets have increased. In such a scenario, there is a soaring demand for agencies with cutting-edge digital expertise and unprecedented creativity skills. Brands have become extremely cautious in picking an agency whose credibility is largely based on both creativity and digital ability.

Check out ZIA Creative Network's array of advertising and marketing services [here](#).

# Strengthening the foundations of community for over 165 years

The YMCA has always been and will continue to be here for you



June 17, 1995, Halifax hosted the G7 summit and the First Lady of the United States, Hillary Clinton, attended the Grand Opening of the Community YMCA on Gottingen Street.

## BRIAN POSAVAD PRESIDENT & CEO, YMCA

For 167 years – longer than Canada has been a country – the YMCA has been an integral part of the community evolving to meet the needs, embracing change and welcoming people of all ages, backgrounds, abilities, social and economic circumstances.

As a longstanding charity, the YMCA has been at the leading edge of community need. Our staff and volunteers have aided in two World Wars, the Halifax Explosion and the Great Depression. We founded the first overnight camp in Canada, Big Cove YMCA Camp, in 1889. We developed pre-employment classes in the late 60s for those who needed to continue their education. And we established the Ys Job Generation Project, which served unemployed youth with multiple barriers to employment.

In 1992, we began providing in-school support for immigrant children and youth. Today, we partner with over 30 schools through school settlement in Halifax and work with local partners to

create welcoming communities across Nova Scotia through our provincial YMCA YREACH Program.

Our Community YMCA opened its doors in 1951 in the Old Children's Library, which was known as the Brunswick Street Division of the YMCA. By the 1980s, the success of the basketball program, and our philosophy of “Carry the books, Carry the ball” in the development of our youth has contributed to generations of strong youth leadership in Halifax.

On June 17, 1995, Halifax hosted the G7 summit and the First Lady of the United States, Hillary Clinton, attended the Grand Opening of the Community YMCA on Gottingen Street.

Today, the YMCA continues to provide vital community services that have a positive impact on some of Canada's most pressing social issues—from chronic disease to unemployment, immigration, social isolation, child development and inequality.

Throughout the COVID-19 global pandemic and navigating our “next

normal”, the YMCA continues to support some of the most vulnerable among us. I am so proud of our incredibly dedicated staff and volunteers who have remained on the front lines and continue to re-imagine and support our communities across Nova Scotia. We have managed to stay connected online and over the phone through various workshops, online fitness and wellness classes, and discussion groups.

Beginning in June, we started to re-open our YMCA centres throughout the province in a multi-phased approach. Your YMCA experience will feel different, but we will continue to strive to connect with others, improve your health and wellness, nurture you and your children's potential, and strengthen communities through the power of belonging.

In the fall, our newest centre of community will open its doors. The John W. Lindsay YMCA will be ready for the new normal of COVID-19. This new YMCA is designed to deal with the realities of physical distancing right from day one, and our layout and procedures have been modified specifically to keep you and your family safe and well.

We are proud to remind our community that no one is ever turned away due to financial circumstances. And we anticipate more than one in three participants will be financially supported through generous donations from the community to our Stronger Together charitable program.

A thriving YMCA is critical for a stronger Halifax and Nova Scotia. Healthy, connected, safe and for everyone — that's our vision, and we can't wait to welcome you.

For more information about the new John W. Lindsay YMCA visit [www.jwl2020.ca](http://www.jwl2020.ca) and learn more about our Stronger Together charitable program.

# WELCOME: New Board Members



**ANN DIVINE**  
CEO & FOUNDER,  
ASHANTI LEADERSHIP AND  
DEVELOPMENT SERVICES

**Ann Divine** is the CEO and founder of **Ashanti Leadership and Development Services**. She is an accomplished businesswoman, known and respected for her professionalism and willingness to support, coach and mentor others. Her business provides extensive career and professional guidance in leadership development and social justice issues. Ann's work is underpinned by her knowledge, skills and expertise in human rights and people management. Her unique style combined with adult education principles has brought her recognition in her fields of leadership development, change management, coaching and mentoring, facilitation, diversity and inclusion, women in leadership and unconscious bias training. These elements are critical factors which impact team performances in the physical and virtual workspace. Ann's goal is to support the business environment, government, public and private sectors and their employees to bring their best self to work. Ann is also an advocate for those who are deemed invisible and do not have a voice in her community, and she strives to bring inclusivity to every aspect of her work.



**CHRIS COWPER-SMITH**  
CEO, SPRING LOADED TECH.

At the forefront of commercializing **Spring Loaded Technology's** bionic knee bracing technology, **Chris Cowper-Smith** thrives at the interface of research and development to foster the creation of new products that have the potential to improve your quality of life. A published and award-winning scientist and CEO, Chris is recognized for his strong track record in bridging the gap between science and business while working closely with industry professionals, clinicians, researchers, patients and customers. As CEO at Spring Loaded, Chris leads corporate financing, strategy, business development and human-performance testing.



**DAVE RIDEOUT**  
PRESIDENT & CEO,  
METROWORKS  
EMPLOYMENT SERVICES

**Dave Rideout** has worked in the not-for-profit, social enterprise sector for over 30 years. Currently, he's the President and CEO of **MetroWorks Employment Services**. Stone Hearth Bakery is one of MetroWorks best known social enterprises and in 2017 Stone Hearth won Small Business of the Year at the annual Halifax Chamber Business Awards. The bakery was also recognized in 2017 by the Canadian Alliance on Mental illness and Mental Health as a Community Champion at their national awards in Ottawa. Prior to MetroWorks, Dave coordinated the employment program at LakeCity Employment Services in Dartmouth and, before that, spent five years in B.C. working for the University College of the Fraser Valley and a small not-for-profit in Chilliwack. Dave believes that everyone deserves a chance to participate in our economy and has worked to develop programs that assist the most disenfranchised gain the skills necessary to become fully engaged in our community. Originally from a small town in Newfoundland, Dave understands the struggles many rural communities have in retaining youth and encouraging economic development. He knows that for Halifax to grow and prosper, we have to have a strong business foundation in our rural communities. Dave graduated from Memorial University in 1986 and has been a proud Nova Scotian since 1997.



**HON. JOANNE BERNARD**  
PRESIDENT & CEO,  
EASTER SEALS NOVA  
SCOTIA

**Joanne Bernard** has been building communities for over 20 years in Nova Scotia. In 2002, Joanne established the Marguerite Centre, the only residential facility for women recovering from addictions and abuse in Nova Scotia. Her leadership in the women's community continued in 2005 as she was tasked to lead Alice Housing, which offers second stage housing for women and children leaving abusive relationships. Professionally she has received the Peter F. Drucker award for Non-Profit Management in Canada in 2011, the Holly House Award for her work on the issue of homelessness and in 2015 the Inspire Award for her public service. Elected to the Nova Scotia House of Assembly in 2013, Joanne was immediately appointed to the Executive Council of Nova Scotia where she served as Minister of Community Services, Housing Nova Scotia, Disabled Persons Commission, Voluntary Sector and the Advisory Council for the Status of Women. Joanne is the first openly gay person to be elected to the Nova Scotia House of Assembly. She holds Bachelor of Arts (Political Science with Distinction) from Mount Saint Vincent University, Masters of Arts (Political Science) from Acadia University and a Certificate of Leadership from Saint Mary's University. Currently, Joanne is President and CEO of **Easter Seals Nova Scotia**, Vice Chair of the Mount Saint Vincent University Alumni and sits on the MSVU Board of Governors. Joanne is married to Annette, mother to grown son Taylor, grandmother to Kalliope Rose and proud owner of four rescued cats.



**KARIM GEORGE**  
CEO & FOUNDER,  
INTOUCH  
COMMUNICATIONS INC.

**Karim George** is a risk-taker, innovator, leader, achiever, marketer, business leader and public speaker. These are all words to describe him. This is a person who began to see success the moment he began his banking career in Egypt, but he didn't want to be limited in what he could do, achieve or give back. So, he made the most important decision of his life, and with his young family, immigrated to Halifax, Nova Scotia in 2009 with almost nothing in his pocket and no home to call his own. With a Bachelor of Commerce and majors in accounting and marketing, Karim began his career in corporate banking; learning all he could about what makes a successful business. In 2013, he put that knowledge to work, starting his own business in video production and quickly growing to a full-service marketing agency, **InTouch Communications Inc.** Karim's determination, drive and ability and to see opportunity where others don't earned him a great deal of respect and recognition in Halifax. In 2016 he was an RBC Top 25 Canadian Immigrant, and he was a finalist for Halifax Chamber of Commerce for Business Leader of the Year 2019 and 2020. He's also sits on the Board of Directors for both CUA and Halifax Regional Police Foundation.



**MARTHA CASEY**  
COO AND INTERIM CEO,  
VOLTA

**Martha Casey** is Volta's COO and interim CEO. Before joining **Volta**, Martha was the Chief of Staff and Executive Director in the President's Office at Dalhousie University. She also worked in New York City Mayor Michael Bloomberg's administration over two terms before returning to live in Halifax. Martha has held leadership roles in organizational change, project oversight and economic development. Before joining the Mayor's Office, Martha worked on projects with the United Nations Office of Internal Oversight and the Office of the Public Advocate. She volunteered with a number of organizations aimed at building confidence and competence in girls, supporting new immigrants' entry to the workforce, and economic capacity building. Martha holds an MPA from New York University, an LLB from Dalhousie and a BA from Bishop's University.

From the Halifax Chamber of Commerce team  
and our members:

# THANK YOU.

Our members have stepped up during this unprecedented time to share their insights, knowledge and expertise to support businesses through COVID-19. We have hosted free webinars with experts in cybersecurity, labour law, business planning, finances, mental health and many more. Thank you to the following organizations and individuals for reaching out to keep the business community informed:

