

BUSINESS VOICE

HALIFAX'S BUSINESS MAGAZINE

FIGHTING THE GOOD FIGHT

confronting
interprovincial
trade barriers

Pg 15

IMMIGRATION CAN'T STOP, WON'T STOP

Supporting Nova Scotia in several ways

Pg 19

MCBURNIE POOLS & SPAS

Keeping business in the family

Pg 22

BARBI HOLLAND

Cherishing my Chamber tenure

Pg 31



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Emma Menchefska, Communications Manager
emma@halifaxchamber.com

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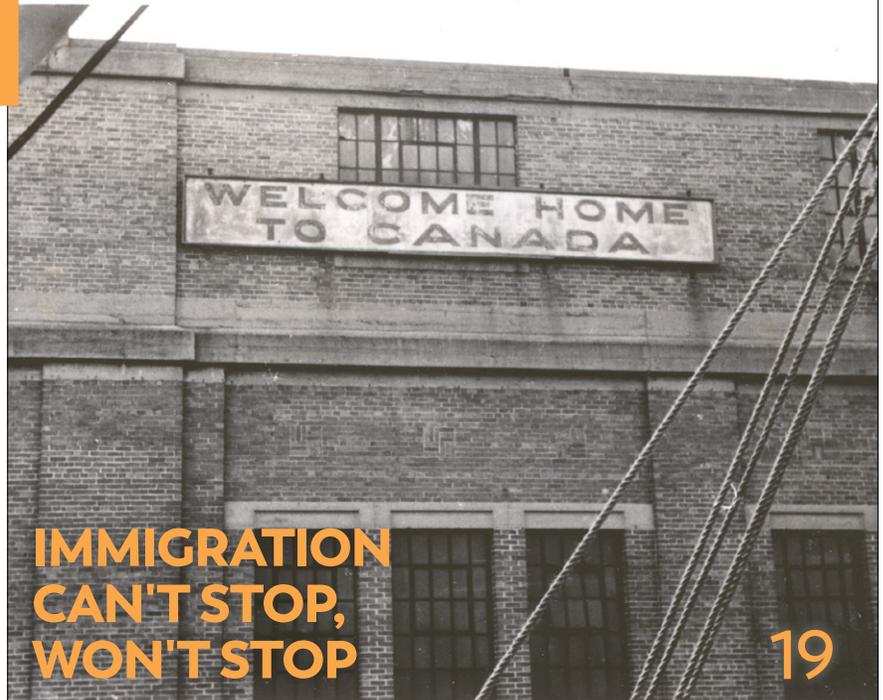


We are a family-run business and our employees are treated like family."

22

— Tara McBurney, General Manager, McBurney Pools & Spas

COVER STORY:



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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

VIRTUAL EVENTS

BUSINESS SUPPORT SERIES:

Trade Accelerator Program Info Session

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

BUSINESS SUPPORT SERIES:

What You Don't Know About Workers' Compensation Will Cost You

November 17
10:00 AM - 11:00 AM
REGISTER [HERE](#)

VIRTUAL EVENTS

BUSINESS SUPPORT SERIES:

Mindset of Success

November 19
10:00 AM - 11:00 AM
REGISTER [HERE](#)

BUSINESS SUPPORT SERIES:

How Electric Vehicles Can Drive Your Bottom Line

November 26
10:00 AM - 11:00 AM
REGISTER [HERE](#)

VIRTUAL/IN-PERSON EVENT

Chamber 101

November 18
12:00 PM - 1:00 PM
REGISTER [HERE](#)

December 16
12:00 PM - 1:00 PM
REGISTER [HERE](#)

SAVE THE DATE

WONDER WOMEN CONFERENCE

December 4
Halifax Convention Centre
7:30 AM - 11:30 AM
for speaker lineup and to register, go [HERE](#)

ANNUAL STATE OF THE MUNICIPALITY

December 10
Halifax Convention Centre
11:30 AM - 1:30 PM

HALIFAX BUSINESS AWARDS

January 28, 2021
Halifax Convention Centre
5:00 PM - 9:30 PM
Set a reminder and check the finalists [HERE](#)

Contact chris@halifaxchamber.com
for sponsorship opportunities

Grateful for our community

Staying connected through the cold months ahead

@prezhfxchamber



PATRICK SULLIVAN
PRESIDENT & CEO

For most of us, November isn't the same November we experienced last year. The Halifax Chamber would normally be gearing up for our annual Fall Dinner during the fall months. We would spend our days developing relevant themes, securing speakers, choosing menus and preparing to host 800 guests at the Halifax Convention Centre.

This year, while I am disappointed that we cannot gather like we used to, I have to admit I am grateful for a chance to connect with the business community in a different way.

Through the **NSBLEC** calls I lead every week, I speak to hundreds of representatives from chambers across the province, our members, associations, not-for-profits and labour groups, about government funding, next steps, and how the Chamber can support our local businesses better.

Through our **webinars** twice weekly, I meet new and existing members who are experts in fields I wish to learn more about, like mental health in the workplace or how businesses in other markets in Canada are coping.

Through my participation in the **Canadian Global Cities Council**, I speak with my colleagues across the country about federal trade issues and what more they can do for businesses.

Through our **Trade Accelerator Program**, I meet new exporters looking to grow their business not just in Nova Scotia but across the world.

And finally, through **Business Voice**, I read about all sorts of interesting, passionate and innovative people who make their living from right here in Halifax.

Most recently, I am happy to have participated in live events with our members like our **Business After Hours** a few weeks ago in downtown Halifax.

Through all of these ways, I am staying connected. As we approach the merciless winter in Atlantic Canada, I want to take a moment to remind us all to keep connecting, whatever that may look like.

It's easy to slip away from those conversations without that in-person touch, and I know we're feeling zoomed out. I know we miss our family and friends from outside of the bubble. I know the shorter days and colder winds make it harder on our mental health.

So, Halifax – let's work together. Let's

challenge ourselves to keep in touch with loved ones and with colleagues, new and old. Let's get out and see people, safely. Let's go to meetings live! Let's keep finding new ways to network when we are unable to go live – a virtual wine night, a Netflix watch party, a livestream concert in your pyjamas on the couch.

At the Halifax Chamber, we're always looking for a fresh networking idea. Reach out to us! Tell us how you want to connect with other Chamber members. Maybe it's just an introductory email, or maybe it's a virtual networking session with a designated topic.

We want to hear from you. We want to support our businesses and individuals and keep the conversation going, whether virtual or distanced and masked.

Hold onto those connections, Halifax, and together, we will see a bright spring blooming with possibilities.



JOIN THE BOARD

Be in Halifax's corner.

halifaxchamber.com

**HALIFAX
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NEW & NOTED

We welcome our new Chamber members

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Ben Li

Halifax, NS
(902) 441-8012
benlihalifax@gmail.com
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Consulting

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Blunose Accounting is a growing three-partner firm with locations in Upper Tantallon and Hammonds Plains. We are a team of friendly and approachable professionals who provide services

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Anthony Fielding

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Upper Tantallon, NS
(902) 820-8000
anthony@blunoseaccounting.com
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Andrea Garson

Hammonds Plains, NS
(902) 832-0328
andrea.garson@breakingglass.ca
www.breakingglass.ca
BUSINESS & PROF. SERVICES -
Management Consulting

BRIGHTWOOD BREWERY

Ian Lawson

35 Portland St Unit 1
Dartmouth, NS
(902) 466-6006
ian@brightwoodbrewery.com
www.BrightwoodBrewery.com
RESTAURANTS, FOOD & BEVERAGE
- Brewery

CARECLUSIVE INC

Careclusive is a community of multi-skilled caregivers assisting seniors, families and communities in Bedford and Halifax experience aging gracefully. Offering a harmonized set of options that assists older adults with their care and non-care needs, we consider physical and cognitive abilities, languages

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and make important connections

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HALIFAXCHAMBER.COM

WHERE SHOULD I START?

CHAMBER 101

- Monthly info session
- Learn how to increase earnings while reducing your costs
- Lunch is on us!



HALIFAX CHAMBER OF COMMERCE

We're in your corner.

To register:
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spoken, cultural values and care preferences through comprehensive services under one umbrella.

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Bedford, NS
(902) 309-4164

seniorservices@careclusive.ca
www.careclusive.ca

HEALTH CARE - Home Care

CEDAR EVENT CENTRE

The Cedar Event Centre is part of the brand-new Our Lady of Lebanon Parish complex. It offers a modern, multi-functional event space, with a large column-free ballroom, a full commercial kitchen, built in bar, outdoor terrace and parking. It's ideal for corporate events, social events and weddings. There are also 10 meeting rooms on the second floor that can be rented, several with floor to ceiling windows. We are open to hosting events and functions of all sizes.

Claudia Habib

111 Clayton Park Dr
Halifax, NS
(902) 443-6484

cec@ourladyoflebanon.org
www.cedareventcentre.ca

EVENTS - Event Facilities

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georgia@energyfortransformation.com
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Fantasia Music is a locally owned music store and school. Selling the full line of Yamaha products, Boucher Guitars, in addition to a wide range of merchandise. It includes new lesson rooms

upstairs and a recording studio downstairs. Open seven days a week.

Stephen MacNeil

5512 Spring Garden Rd
Halifax, NS
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bassmacneil@gmail.com
fantasiemusic.com

ARTS, CULTURE &
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(902) 835-6668

yassermasmal@gmail.com

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FOCAL RESEARCH CONSULTANTS LIMITED

Tracy Schrans

7071 Bayers Road Suite 309
Halifax, NS
(902) 454-8856

tschrans@focalresearch.com
www.focalresearch.com

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andre@forwardfocus.consulting

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Keith Gallant

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Goldenville, NS
(902) 328-4516

KHG1977@hotmail.com
www.historicplaces.ca

NOT-FOR-PROFIT GROUPS -
Community Service

HITESH DHAWAN - MASTER OF TECHNOLOGY ENTREPRENEURSHIP & INNOVATION, SMU

Hitesh Dhawan

Halifax, NS

dhawan.hitesh@yahoo.com

OTHER - Student Member

JANE DOUCET CONTENT COMMUNICATIONS

After spending more than two decades as a magazine journalist and communications specialist with clients across Canada, Jane recently rebranded to focus on online markets. She crafts clean, concise digital and print content that captures a target audience's attention and helps boost business. Whether she's writing from scratch or editing existing content that just needs a little love, she'll find the best way to highlight an organization's key messages.

Jane Doucet

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jane.doucet@eastlink.ca

OTHER - Individual Member

JANET RHYMES CONSULTING

Janet Rhymes

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janet.rhymes@ns.sympatico.ca
www.janetrhymes.com

BUSINESS & PROF. SERVICES -
Business Consulting

JANET'S FLOWERS

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69 Portland St
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vernonmcquade@eastlink.ca

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HOME & GARDEN - Florist/Interior
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Jeanie Burke

Halifax, NS

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OTHER - Retired Member

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Laura Burke

Halifax, NS

(902) 718-7158

lcburke46@gmail.com

HEALTH CARE - Counselling

LYNN CHADWICK - INDIVIDUAL MEMBER

I am an exemplary “people person” who fosters high performing teams and creates solid client relationships. I support company success by optimizing performance that ensures client satisfaction and strength of reputation. Dedicated, highly accountable and outcome-driven with robust experience in driving domestic and international sales particularly in the media space.

Lynn Chadwick

Bedford, NS

(647) 202-6547

lchadwick@bellaliant.net

BUSINESS & PROF. SERVICES - Sales

OFF SITE COMMUNICATIONS

Off Site Communications specializes in marketing and communications services for small to large business and non-profit organizations that have a gap to fill in their communications needs. From content development to strategy, event management to social media, and video creation, Off Site provides professional solutions that work for you. Contact for a FREE consultation.

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Osprey Angels Home Care provides private home care for seniors and other adults wishing to live independently. Our compassionate, experienced home care workers value the unique needs and preferences of each client while accommodating their personal schedule in order to help them feel safe and well cared for.

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Renewly Solar is a solar energy project management and installation team based in Halifax and Stellarton, NS. We help homeowners make the transition to solar with bleeding edge technology at affordable prices. Our services include energy consulting, project management and installation. We care about our clients, even after their installation.

I'M A CHAMBER MEMBER

“I’m a member because the impact of the Halifax Chamber of Commerce has been very uplifting, professional and sincerely supportive to small and voiceless organization like ours. Through **various webinars, voice representation to government and higher authorities**, and other known and unknown support provided by **the Chamber’s team of experts**, we stand strong to say that the Chamber has been a major part of our strength if and when we are able to overcome these challenging times.”



Yemi Akindoju, President & CEO Vanity Fashions Limited

BE A MEMBER
halifaxchamber.com/become-a-member

**HALIFAX
CHAMBER OF
COMMERCE**

Yohan Peiris

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 ENERGY & ENVIRONMENT - Energy Consulting

SOCIAL SPIKE MARKETING GROUP

Social Spike Marketing Group is a digital marketing and SEO company, located in Halifax, NS. We help companies start to rank on Google and dramatically improve their visibility online.

John Cody

609-569 Washmill Lake Dr
 Halifax, NS
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info@socialspike.ca
socialspike.ca
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SPECIAL OLYMPICS NOVA SCOTIA

Special Olympics NS is dedicated to enriching the lives of Nova Scotians with an intellectual disability. We are a multi-sport, non-profit organization for athletes of all ages and ability levels. Through young athlete programs, 16 official sports, recreational and competitive opportunities from grassroots to international levels - we change lives!

Michael Greek

371 St Margarets Bay Road Suite 100
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mgreek@specialolympicsns.ca
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 NOT-FOR-PROFIT GROUPS - Charitable Organizations

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 BUSINESS & PROF. SERVICES - Management Consulting

THE VILLAGE ON MAIN

The Village on Main is a Community Improvement District (CID) leading the transformation of our community into an urban village that blends commercial and residential opportunities. By putting people first, and working in a collaborative way, we're creating an inclusive and sustainable community where spaces and neighbours are welcoming and connected.

Graziella Grbac

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 Dartmouth, NS
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Elaine Shortt

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elaine@thornbloom.com
thornbloom.com
 SHOPPING & SPECIALTY RETAIL - Retail (General)

WINE GROWERS NOVA SCOTIA

Wine Growers Nova Scotia was formed in 2002 to represent the interests of wine producers, to serve as a voice for the local industry and to promote the growth and development of the Nova Scotia wine region. WGNS is committed to building excellence throughout every aspect of the industry, forging partnerships, attracting potential investors and catapulting Nova Scotia wine onto the world stage.

Haley Brown

PO Box 40042 Robie St
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 (902) 292-4700
hbrown@winesofnovascotia.ca
www.winesofnovascotia.ca
 NOT-FOR-PROFIT GROUPS - Associations/Agencies

Are you a new member?

To submit your 50-word description for New & Noted, please contact Mandi Boswer, Administrative Assistant at Mandi@halifaxchamber.com or 902-468-7111 within the first six months of membership.

MEMBERS IN THE NEWS

How our members are growing Halifax

PAL AIRLINES HOPES TO FILL CARGO, LEISURE TRAVEL GAPS WITHIN ATLANTIC BUBBLE

PAL Airlines's new direct route is a five-days-a-week service between St. John's, N.L. and Moncton, which began on September 21. This new schedule is meant to offer passengers convenient morning departure times and early arrival times to allow for business and leisure activities at both destinations. Prior to this, those seeking to fly to St. John's would have to catch a flight from the Halifax airport. The route will be expanded to include Ottawa as restrictions on travel are reduced. The route will also make Moncton the middle stop between St. John's and Ottawa. Business development director Janine Browne said the company plans to be in Moncton for the long term.

TAREQ HADHAD WINS NATIONAL ENTREPRENEURSHIP AWARD

Tareq Hadhad, founder of **Peace By Chocolate**, won two prestigious awards recognizing his positive impact on the community as a new Canadian. Presented by Canadian Immigrant and sponsored by RBC, the Top 25 Canadian Immigrant Awards are people's choice awards to recognize inspirational immigrants. The organization's Entrepreneurship Award is an additional honour given to Canadian immigrants who achieve notable success as entrepreneurs. Hadhad and his family came to Canada in 2015 after a civil war forced them to flee their home in Syria. He said he's proud of what he's built during his short time in Canada and of winning a national entrepreneurship award. Hadhad is the only person from Nova Scotia receiving the award, something he's really proud of. Congratulations, Tareq!



CHOICE HEALTH CENTRE NAMED A 2020 RBC CANADIAN WOMEN ENTREPRENEUR AWARD FINALIST

Choice Health Centre announced Physiotherapist Saba Chishti and Dr. Erin Kempt Sutherland, Chiropractor, as finalists for the 2020 RBC Canadian Women Entrepreneur Awards in the Momentum category. The RBC Canadian Women Entrepreneur Awards are the pre-eminent national business awards recognizing the country's leading female entrepreneurs. The Momentum award is dedicated to a female entrepreneur who is able to adapt to

changing market environments and leverage opportunities for continued growth. She has successfully capitalized on opportunities to deliver 10 per cent or more growth, year-over-year for three years or more. Saba and Erin are two of three Regional Finalists being recognized in this category, representing Eastern Canada. Winners will be announced at the 28th Annual Awards Gala on November 18, the first ever Virtual Awards Gala.

WEUSTHEM WINS NOVA SCOTIA HEALTH INNOVATION PITCH COMPETITION'S \$100,000 PRIZE

WeUsThem won The Nova Scotia Health Challenge competition in October and a prize of \$100,000 government contract. Developed in Nova Scotia, the imTeen app helps teenagers monitor signs of mental illness by monitoring symptoms, keeping track of appointments and setting reminders. Users can also take mental health assessments, communicate with family and

access self-help resources through the technology. The competition was a partnership, between the **Nova Scotia Health Authority** and several local partners, designed to foster collaboration and innovation in the health and medical technology industries. The series of events invited start-ups to pitch their emerging medical technologies to a panel of judges.

HARBOUR HOPPER TOURS ACKNOWLEDGING MI'KMAW AND BLACK NOVA SCOTIA

Tours on **Harbour Hopper** have updated their program to start with land acknowledgment and a reflection of Mi'kmaq history in the region. Tour guides now talk about the extensive years of Mi'kmaq history and about the Mi'kmaq name for Halifax: Kji-puk-tuk, meaning "Great Harbour". They also include details about Africville and the legacy of Viola Desmond. The update came after a Sipekne'katik First Nation woman reached out to Harbour Hopper about her tour experience lacking that proper reflection of history. After her second Harbour Hopper tour, she found the simple changing of "founding of Halifax" to "settling of Halifax" the most meaningful amongst all the other changes.

GLA ACCELERATES COMMERCIALIZATION OF ADVANCED CANNABIS AND AGRI-FOOD ANALYZER

Greenlight Analytical Inc. (GLA) announced an initiative to accelerate the commercialization of its novel chemical analyzer for the cannabis, agri-food, and beverages and spirits markets. Producers have no easy-to-use, reliable, solution to test cannabis crops in real time during growth and flowering, which leaves quality, taste, smell, and safety unknown until after harvest. With increasing wellness, recreational and industrial cannabis-use, consumers are quickly developing strain, taste, and experience preferences. Consumers are also becoming increasingly aware of the impact of the "entourage effect" of combined potency, terpene profile and minor cannabinoids, further increasing the analytical needs of the industry. Government of Canada is supporting the commercialization of this technology that will safely and efficiently analyze cannabis and food and beverage products.



NEW WHEELCHAIR BASKETBALL PROGRAM IN HRM

Easter Seals Nova Scotia recently developed a program for youth with disabilities in HRM. Learn to Wheel is a three-hour wheelchair basketball program delivered by ESNS in partnership w/ Parasport NS, Basketball NS & HRM Recreation. The program will fill a gap in inclusive sports for youth in our community. It will be held in the new St Andrew's Centre, with HRM providing the space and storage

for sport wheelchairs in different sizes. Learn to Wheel is a unique, non-competitive, fun-focused recreation program for children and youth with disabilities or an interest in Parasport. We will be the first province outside of Ontario to introduce the Jr NBA Wheelchair Basketball program.

ASHWIN KUTTY NAMED ONE OF ATLANTIC CANADA'S TOP 50 CEOS

President & CEO of **WeUsThem**, Ashwin Kutty, was once again named one of Atlantic Canada's Top 50 CEOs. This is the third time that Ashwin has been honoured with this distinction. WeUsThem continues to be a powerhouse as a full-service advertising agency serving clients locally, nationally, and globally, in spite of the tough year advertising had. Atlantic Business Magazine's Top 50 CEO Awards is Atlantic Canada's premiere business recognition event and this year has been no different in identifying true leaders that are making a difference in their businesses and the communities they live in. Congrats Ashwin!





THE HALIFAX CHAMBER OBSERVES REMEMBRANCE DAY WITH POPPY MASKS

Chamber staff observes Remembrance Day by wearing beautifully crafted masks adorned with a poppy print. It was a special way for the Chamber to honour those who have fallen. Masks were made by The Maritime Tartan

Company, who has been making masks since the pandemic started. A portion of the mask sales go to the local legions, with the first round of masks raising \$2000, donated to the New Waterford Legion Branch 015.

ANOTHER MARITIME REPATRIATION



Andrea Garson, a native Maritimer, has returned to Halifax after 17 years in Toronto. After graduating from Dalhousie, Andrea evolved her HR career locally with Tier I organizations including Atlantic Wholesalers, The Halifax Herald and Pepsi. In 2003 she moved to Toronto to further her career but knew someday she'd be back. Andrea left the corporate executive HR world in 2017 and founded **Breaking Glass Inc.**, a boutique HR consulting firm where she works with CEOs/Presidents to evolve their HR strategy to better align with business objectives. Andrea, daughter Madison, and 2 golden retrievers Callie and Avery reside in Hammonds Plains and are thrilled to be back home again.

CONGRATULATIONS TO THE ECOSYSTEM IMPACT AWARD RECIPIENTS!

Volta celebrated the movers and shakers of the Atlantic Canadian start-up ecosystem on September 16. In partnership with RBC, they recognized several organizations and individuals and presented awards to well-deserving community members. Halifax Partnership won the 2020 Corporate Supporter Award. The 2020 Community Leader Award winner was none other than Black Business Initiative. And the Disruptor Award winner was Appili Therapeutics Inc. Congratulations to our Chamber Members on their accomplishments and for their continuous work in support of our community!

CASINO NOVA SCOTIA REOPENS SYDNEY AND HALIFAX LOCATIONS

Both Halifax and Sydney locations of **Casino Nova Scotia** reopened on October 5. They've been closed since March 16. The casinos are following a rigorous and detailed health and safety protocol according to the Great Canadian Gaming Corporation, which operates the two casinos. Both locations operate at about one-third of their usual capacity, slot-machine availability is also reduced by about 40 percent and most amenities remain closed.

REDSpace CELEBRATES 20TH ANNIVERSARY

In an industry that changes on a daily basis, tech company **REDSpace** is celebrating its 20th anniversary – a major milestone for any business. Founded by Mike Johnston in 2000, the Bedford-based company has been delivering innovative, custom software solutions for global enterprises such as IBM, ViacomCBS and WarnerMedia for two decades. Now over 220 strong, the company has been growing steadily. Over 85 people were added to its diverse team in the last year. REDSpace

expanded its office in Sunnyside Mall to include the addition of a two-storey slide, bigger kitchen upgrades and a ping pong table.

ARCHWAY INSURANCE WELCOMES NEW FACES TO ITS MANAGEMENT TEAM

Archway Insurance welcomes Carla Hage and David Harris to its management team. “Archway is growing rapidly and identified two new positions required to support our sales teams and onboard, train and develop our staff. We want to attract and retain the best talent in our industry,” says President Gina McFetridge. In the role of Business Development Manager, David will work closely with the sales teams. Based in Saint John, David has 28 years in the business, holding various roles in the Atlantic regions. Carla joins the team as Training and Audit Manager. Based in Halifax, she has managed to diversify her professional career spanning over 22 years.

FREE, SHORT ONLINE SURVEY HELPS BUSINESSES PREPARE FOR POST-COVID

SaltWire Network has partnered with a local analytics firm, **WorkInsights**, to help Atlantic Canadian business leaders and entrepreneurs build more profitable and productive companies. The free and five-minute survey was aimed at helping employers improve their work environments and align everyone with their goals. Business leaders gave a personalized self-assessment report that measured businesses’ positioning in the areas of revenue, innovation and productivity. The online survey was part of a six-month project that aimed to detect noticeable business trends to prepare companies to be agile, innovative, and resilient, with healthy and productive working environments where teams perform at their best.



PORT OF HALIFAX RECEIVES LARGEST CONTAINER VESSEL TO CALL AT A CANADIAN PORT

The largest containerized cargo vessel to call at any Canadian port arrived at the **Port of Halifax**. The CMA CGM Brazil, 366 metres length, 51 metres beam and 15,072 TEU capacity, docked at PSA Halifax on September 10. The cargo vessel sails on the weekly Columbus JAX service, from South Asia to the East Coast of America. PSA Halifax

is the only port in Eastern Canada that can accommodate ultra-class vessels. The Halifax Port Authority is in the final stage of completion of a deep-water berth extension which will bring the total quay length to 800 metres to meet the growing deployment of Ultra Class Container Vessels.

TEST YOUR HOME FOR RADON GAS

Did you know that fall is the perfect time to test your home for radon gas – a radioactive gas that is the second-leading cause of lung cancer? There are no areas in Canada that are radon-free. Approximately seven per cent of Canadian homes have elevated levels of radon gas, and the only way to know if your home has high levels is to test for it. **The Lung Association of Nova Scotia** sells long-term radon detectors and also offers short-term radon detectors through the Nova Scotia Public Libraries. To learn more about radon gas and testing your home, visit ns.lung.ca





RONALD MCDONALD HOUSE CHARITIES® ATLANTIC DIVISION POWERS THROUGH

RMHC’s annual PJ Walk For Kids was postponed earlier this year in the midst of the pandemic. With a revamped COVID-friendly format, PJ Walk occurred from September 25 until October 2, with a series of events, prizes and special surprises. The “do-it-at-home” event had participants sign up and get a “race kit” stocked with everything they needed to carry out the week’s

activities. The kit included a Bingo card kids used to mark off activities like naming their PJ Walk teddy bear, going on a PJ walk, or participating in other PJ Walk activities. The race kit also held gifts from event sponsors, and all the tools and supplies participants needed to complete all the PJ walk events on their Bingo card. For more information, visit PJ Walk For Kids.

THE BERKELEY CELEBRATES 30TH ANNIVERSARY

Thirty years ago, in September 1990, **The Berkeley Halifax** on Green Street opened its doors to seniors looking for a social retirement lifestyle - apartment living for seniors with included services. The Berkeley grew quickly with three more buildings being constructed between 1996 and 2008. Our 30th anniversary is an exciting milestone and we would like to thank our

residents, their families and our employees - both past and present - for the part they have played in getting us to where we are today! We are excited to report that our new building - The Berkeley on Pepperell - is nearing completion and will be ready for occupancy in early 2021! Visit our website for progress updates.

ELSIE MORDEN WINS NATIONAL CHANGE MARKERS AWARD

Congratulations to Elsie, founder and CEO of **No Time For That Anti-Bullying Society (NTFT)**, on winning the National Change Makers Award from Alan Doyle’s Dollar a Day Foundation. NTFT has been added to the Dollar A Day Foundation Chartered Causes, receiving annual funding of \$15,000 to continue their work. It educates and empowers youth through story and song with a focus on bullying prevention and mental health awareness. We are #CWBproud of you, Elsie! Watch the Change Mangers Award 2020 Recipients awards video. Connect with Elsie through our CWB Business Directory.

SHERZAD TAILOR SHOP OPENS NEW BOUTIQUE

Sherzad Tailor Shop moved across the hall to a much larger two-floor location and opened a clothing boutique: Ruffles and Tassels. Their clothing styles are not formal, evening, fancy or boring. There is a unique combination of vintage, artsy, casual, Bohemian, trendy, vibrant, sexy and contemporary. For them, it's helpful to sell clothing while owning a tailor shop. That way, they offer free alterations on what they sell. Their stock is limited right now as they choose to work with brands that reflect a more realistic female body shape. They carry regular and plus sizes and hope to expand more into men's clothing. For now, they only carry men's t-shirts.



FIGHTING THE GOOD FIGHT

Canadian Global Cities Council confronts interprovincial trade barriers head-on

By Mina Atia

“By reducing these barriers, we will not only lower the cost of doing business but open up new domestic markets that provide SMEs with opportunities for growth and expansion.”

— Bridgitte Anderson, President & CEO of Greater Vancouver Board of Trade

Why is it much easier for a Canadian business to trade with an American state than domestically, with a Canadian province?

Small- to medium-sized businesses are trying to find new avenues of growth and development during a pandemic to expand their revenues.

But they can't easily trade with other provinces - not without jumping through regulatory hoops and increased costs.

Almost seven per cent of internal trade costs are added to the cost of traded goods between provinces.

“Easing trade barriers will be very beneficial for SMEs,” says Bridgitte Anderson, President & CEO of Greater Vancouver Board of Trade. “These businesses typically have fewer resources, which puts them at a disadvantage when it comes to navigating interprovincial trade barriers.”

“By reducing these barriers, we will not only lower the cost of doing business but open up new domestic markets that provide SMEs with opportunities for growth and expansion,” she says.

“It will create untold opportunities for businesses to diversify their customer base,” says Janet M. Riopel, President & CEO of Edmonton Chamber of Commerce. “If a small business only has customers in one province, and the economy is suffering there, they have nowhere to turn.”

“If we can get more businesses trading across provincial and territorial boundaries, businesses will have customers in multiple markets to rely upon, ensuring more consistent revenue and better overall viability in the long run.”

In the Canadian Constitution Act of 1867, trade barriers and tariffs are prohibited. But they do exist today to protect provincial interests.

The province-specific rules and regulations were designed to eliminate domestic competitiveness and promote local industries.

These rules and regulations are enforced by the constitutional rights of the provinces (Section 92), which override policies originating from the federal government.

“This has created a situation where it's often easier for some provinces to trade goods with other countries than it is among themselves,” says Anderson. “I think a lot of it stems from the little decisions governments make over time, without regard for the bigger picture and best practices across our great country.”

This provincial authority is exercised to protect local industry, resulting in trade barriers. But at what cost? Distorting the domestic markets.

“We shouldn't misinterpret “buy local” to mean protectionism and blocking Canadian businesses from accessing local markets,” says Riopel.

“By entering into a bilateral or multilateral internal trade deal, a province is allowing freer access to their customers, but they're also getting freer access to another province's customers,” she says. “It's a win-win, and only serves to make our nation a stronger competitor in the global marketplace.”



We had hoped that the creation of the Canadian Free Trade Agreement (CFTA) in 2017 would mean the end of these barriers, but sadly that isn't the case."

— Janet M. Riopel, President & CEO of Edmonton Chamber of Commerce

Provinces are protecting the interests of producers in their own region under the umbrella of supporting local, but they're ignoring consumer and market demand and spurring costs of efficiency, free trade and distribution.

"We had hoped that the creation of the Canadian Free Trade Agreement (CFTA) in 2017 would mean the end of these barriers, but sadly that isn't the case," says Riopel.

By relying on consensus between all 14 governments, the CFTA regulatory harmonization process is moving remarkably slowly in removing barriers.

The slow process is leaving the country with a free trade agreement that does not guarantee free interprovincial trade.

"Indeed, many of the trade barriers we see today were unintended, the result of a lack of coordination across provinces, while others are simply outdated," says Anderson.

"Simply put, it shouldn't be easier to do business in the US or Japan than it is in Ontario or Nova Scotia," she says. "Greater harmonization is required in order to address these issues and remove the unintended barriers that are impeding internal trade and economic growth."

Over \$80 billion can potentially revive the Canadian economy annually if outdated internal trade barriers were eradicated. That's nearly \$5,700 for every family.

The Canadian Global Cities Council (CGCC) is making a stand to push for less restrictions and barriers. The Council has recently started running an internal trade advocacy campaign called #WeCANtrade.

The campaign's aim is to maintain political pressure and keep public attention on the need for easing of barriers on interprovincial trade.

"We've been advocating for free trade within Canada for a long time," says Anderson. "But through the #WeCANtrade campaign, we really want to signal to the government that there is no better time than the present to seriously look at what can be done to address interprovincial trade barriers."

Many SMEs across the country are promoting the campaign through their communication channels. They are fighting for a reduction in red tape and pushing for Canada-wide growth.

"Breaking down barriers to trade within Canada will lift all boats and provide more opportunities for our entrepreneurs," says Anderson. "Some companies will end up finding opportunities in Quebec and Halifax when they had previously focused on one local market."

Founded in 2015, the CGCC is a coalition of Presidents and CEOs of the nine largest urban regional Chambers of Commerce and Boards of Trade in Canada: Brampton, Calgary, Edmonton, Halifax, Montréal, Ottawa, Toronto, Vancouver and Winnipeg.

Representing more than half of Canada's GDP and population, the CGCC collaborates on international and domestic issues impacting the country's competitiveness. The campaign is leveraging support from chambers across Canada to show solidarity within the business community.

President and CEO of the Halifax Chamber of Commerce, Patrick Sullivan was one of the first leaders to spearhead the campaign. As Chair of the CGCC, Sullivan kickstarted the campaign with a video posted on Twitter with the hashtag #weCANtrade.

The [video](#) promotes wishful thinking to have prominent CGCC members living in other provinces enjoy the bounty of less strict interprovincial trade.

The campaign is planned to run its course from coast to coast, with Halifax as the first city to lead the charge. It was then followed by videos from [Ottawa Board of Trade](#), [Winnipeg Chamber of Commerce](#) and [Toronto Region Board of Trade](#) for the first blast on July 28.

“For decades, Canada has been a champion for global free trade and international partnerships – but it’s time we make ourselves a priority too,” says Jan De Silva, President and CEO of the Toronto Region Board of Trade.

“For instance, Canada’s interprovincial trade barriers prevent many businesses from building relationships with domestic partners,” she says. “The fact that it’s easier to do business with Texas than Alberta just doesn’t make sense – not to our business members and not for our economy.”

“Each Chamber of Commerce and Board of Trade in our coalition has been highlighting the absurd barriers that persist, from road weight limits, to different requirements for toilet seats on construction sites, and incredibly high restrictions that prevent selling meat in multiple provinces,” says Riopel.

Moreover, it’s illegal for Canadians to ship alcohol directly to a friend in another province. They can face fines and even in some instances jail time.

“Most provinces allow you to drive to a neighbouring province to buy liquor and bring it home, but they won’t allow you to place an online order and have those products shipped across the same invisible borders,” says Riopel.

Tidal Bay, Nova Scotia’s signature wine, is not easily purchased off the shelves of liquor stores in other provinces. Specific agencies need to acquire it for sale locally.

Compass Distillers’ signature Gin and much-needed hand sanitizers are also not made readily available outside of Nova Scotia.

“This leads to absurd barriers that are difficult to comprehend,” says Riopel. “For example, certain loads can only be transported by day in Alberta, and only by night in British Columbia, forcing drivers to wait for sundown at the border.”

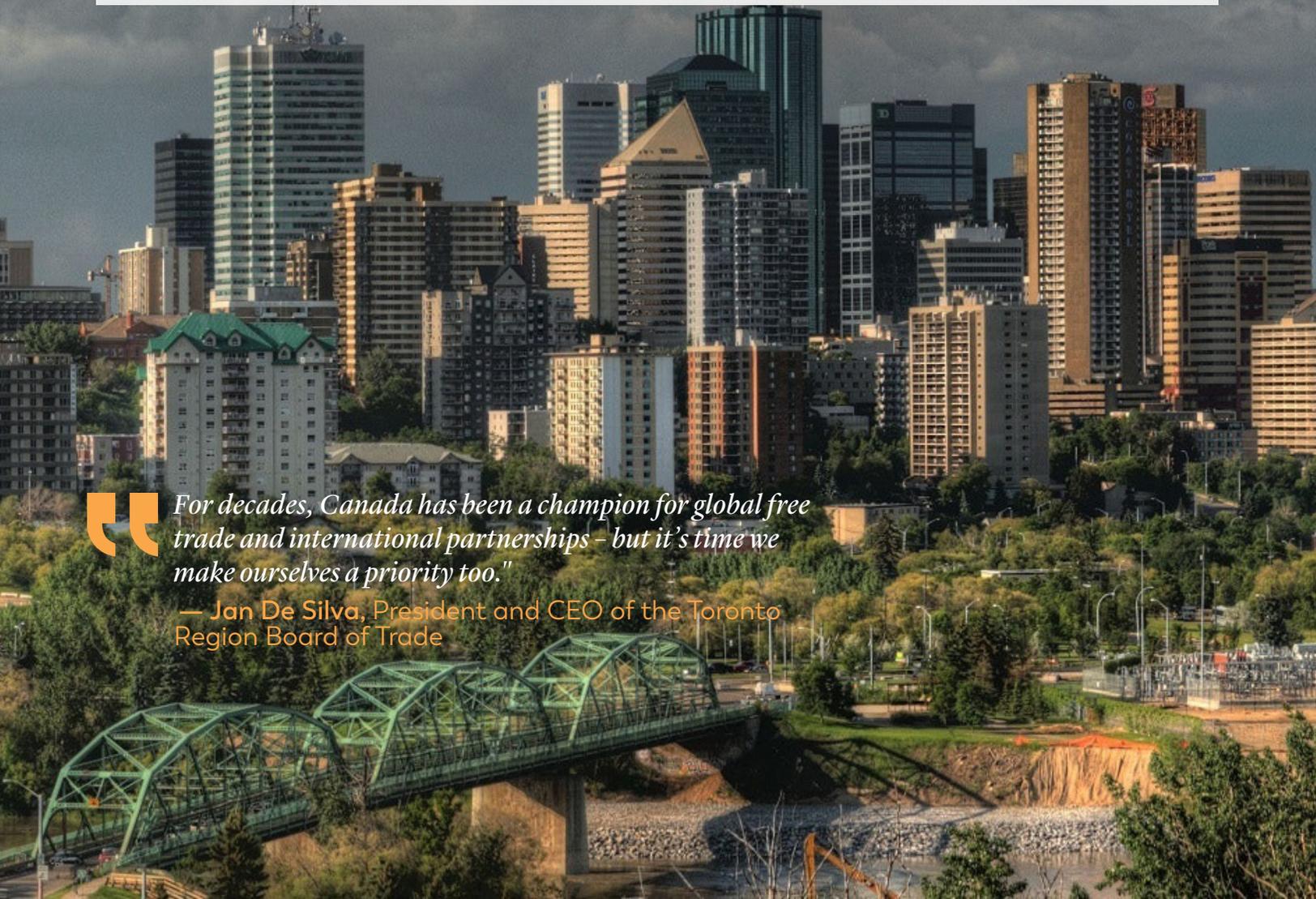
Based on a 2019 survey, nine out of 10 Canadians support free interprovincial trade. The CGCC’s research indicates the country’s GDP can increase by four per cent as a result of free trade in Canada.

“New opportunities and ideas are going to be crucial to our economic recovery and opening up the Canadian market is just that,” says Anderson. “By reducing the barriers to trade between provinces and territories there is the potential to bring



For decades, Canada has been a champion for global free trade and international partnerships – but it’s time we make ourselves a priority too.”

— Jan De Silva, President and CEO of the Toronto Region Board of Trade



substantial economic gain at a time when businesses need it most.”

When the pandemic spending is prohibiting economic growth and bleeding the government dry with the numerous supports given to businesses, the CGCC wants red-tape reduction and regulatory changes as a response to alleviate the loss and to recover.

“While waiting for all 14 governments to agree on something may be the most ‘Canadian’ thing to do, we simply can’t wait any longer,” says Riopel.

The CGCC claims businesses that create jobs and generate growth within the economy need free trade and need it now. “There is nothing stopping ambitious Premiers from showing leadership and taking actions on their own to dismantle their own trade barriers,” says Sullivan.

“Removing these restrictions will strengthen Canada’s economy during and after COVID-19 recovery by lowering costs for Canadian businesses, boosting competitiveness and encouraging domestic investment,” he says.

“Premier Kenney has taken bold action on this issue, and we’re proud that Alberta leads the way on dismantling trade barriers,” says Riopel.

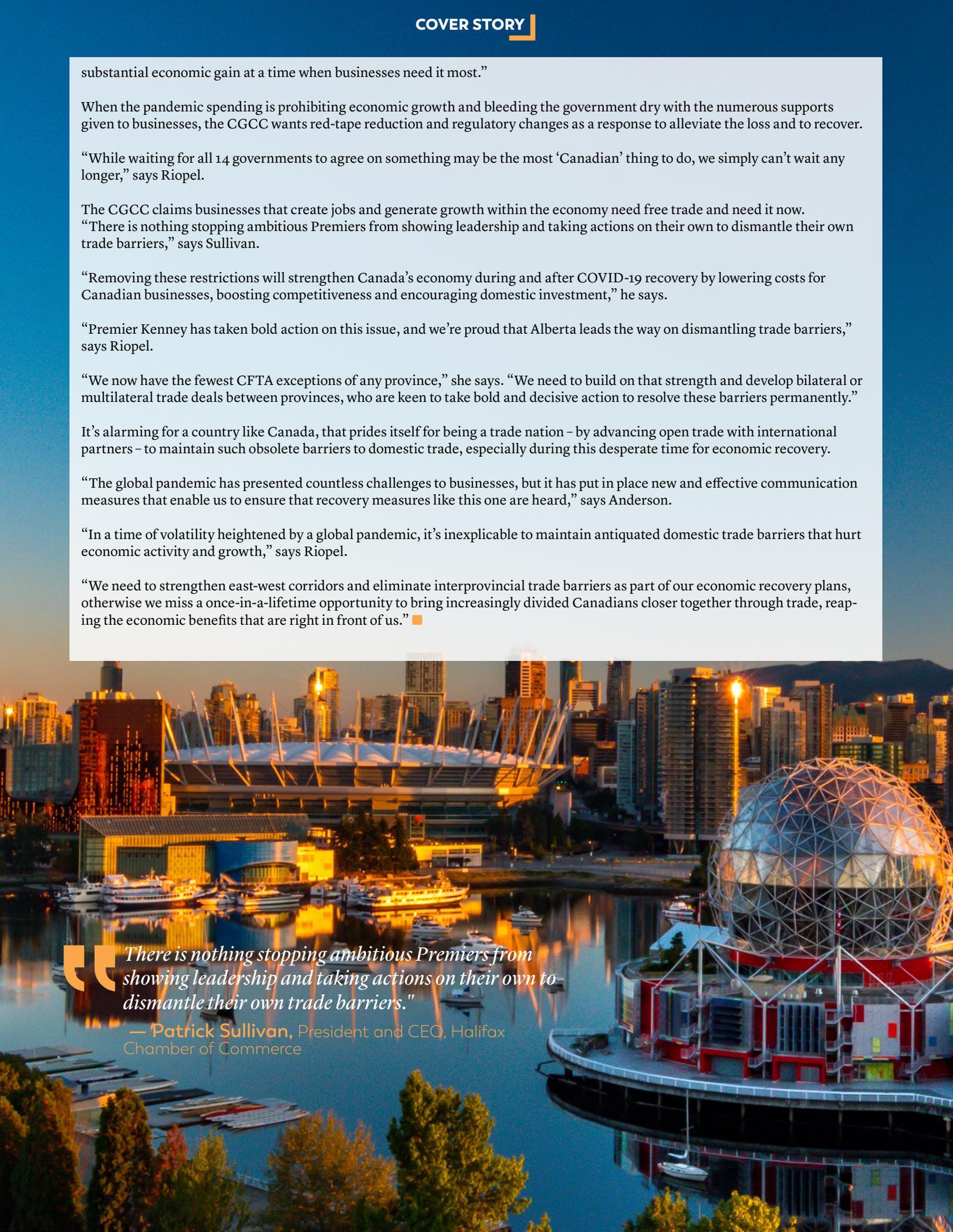
“We now have the fewest CFTA exceptions of any province,” she says. “We need to build on that strength and develop bilateral or multilateral trade deals between provinces, who are keen to take bold and decisive action to resolve these barriers permanently.”

It’s alarming for a country like Canada, that prides itself for being a trade nation – by advancing open trade with international partners – to maintain such obsolete barriers to domestic trade, especially during this desperate time for economic recovery.

“The global pandemic has presented countless challenges to businesses, but it has put in place new and effective communication measures that enable us to ensure that recovery measures like this one are heard,” says Anderson.

“In a time of volatility heightened by a global pandemic, it’s inexplicable to maintain antiquated domestic trade barriers that hurt economic activity and growth,” says Riopel.

“We need to strengthen east-west corridors and eliminate interprovincial trade barriers as part of our economic recovery plans, otherwise we miss a once-in-a-lifetime opportunity to bring increasingly divided Canadians closer together through trade, reaping the economic benefits that are right in front of us.” ■



There is nothing stopping ambitious Premiers from showing leadership and taking actions on their own to dismantle their own trade barriers.”

— Patrick Sullivan, President and CEO, Halifax Chamber of Commerce

Immigration can't stop, won't stop

Supporting frontline work, economic recovery during pandemic

By Mina Atia



PHOTOS COURTESY OF CANADIAN MUSEUM OF IMMIGRATION AT PIER 21

Immigration is changing the fabric of Nova Scotia. For the last few decades, it's been increasing the diversity and innovation in workplaces, universities and communities.

Immigrants are important drivers of economic and population growth, and Nova Scotians play roles in supporting them.

"Immigration requires a commitment from everybody," says Minister of Immigration, Lena Metlege Diab. "It's not only the government's responsibility."

"All our partners, employers and local chambers of commerce ensure Nova Scotia is attracting the talent and the people but also supporting immigrants in building their lives and their families' lives here."

The 2013 Ivany Report has set an immigration goal for Nova Scotia to receive its proportionate annual share of all new international immigrants to Canada.

That number is about 7,000 new permanent residents per year (2.7%

I'm very proud of the fact that we've continued to process applications. We never stopped, not even for one day, not even when the office physically closed its doors."

— **Lena Metlege Diab**, Minister of Immigration.

share). Nova Scotia surpassed that goal in 2019 when it welcomed 7,580 new immigrants.

"Immigration has really flourished in our province over the past five to 10 years, and it's been wonderful to see the increasing numbers," says Jennifer Watts, CEO of Immigrant Services Association of Nova Scotia (ISANS).

Although the 2020 goal will most probably not be attainable due to the pandemic, the Nova Scotia Office of Immigration never ceased processing immigrants into Canada.

"Since the pandemic, there has been a drop in the number of people entering the country," says Watts. "But people who were overseas and have their permanent residence status were still able to arrive and come into the country."

"We focused on processing individuals who are either currently working in the province, are essential services during the pandemic, or people with expiring work permits to try and help them continue to be in status," says Minister Metlege Diab.

“I’m very proud of the fact that we’ve continued to process applications,” she says. “We never stopped, not even for one day, not even when the office physically closed its doors.”

The challenge right now is helping immigrants land from overseas. With the international borders somewhat closed, there’s a need for balance between safety and allowing passage to immigrants – if they’re essential.

“It’s a huge commitment on the part of people to see those numbers get back up again, bring people in a safe manner, have them feel supported, welcomed and integrated into the job market and our community,” says Watts.

“And we’re confident that our federal colleagues are working to allow newcomers in,” says Minister Metlege Diab.

Immigration has been a priority from day one for Minister Metlege Diab when she took office in 2013. Nova Scotia continued, since that date, to be innovative and make changes to adapt to immigration needs.

“When I stepped in, the office was largely sort of a processing center,” says Minister Metlege Diab. “We had to restructure to make it more engaging and innovative with dynamic teams and have individuals who can work in international marketing, policy, communications and programming.”

The **Nova Scotia Office of Immigration** launched a new immigration website in 2014 to provide timely and relevant information to potential applicants, like international students, employers and newcomers who were overseas.

“We worked extremely hard to change

people’s behaviours and attitudes towards immigrants and their benefits to Nova Scotia,” says Minister Metlege Diab.

With that passionate, gung-ho attitude and 22 years practicing law before stepping into politics, Minister Metlege Diab and the Office of Immigration were able to get Nova Scotia recognized in 2015 as a national leader in adopting the Federal Express Entry System.

“We were the first jurisdiction in Canada

succession planning for immigrants to buy businesses and continue generating revenues. “We’ve continued to experience growth in our programs, and we have been exceeding allocations every year since 2013,” says Minister Metlege Diab.

“Our retention numbers had remained strong – we are the highest in the Atlantic region. And our landing numbers are the highest ever.”

The province’s support for retaining international graduates has increased to 605 applications in 2019 from 35 in 2014.

The Atlantic Immigration Pilot Project, launched in 2017, offered a new form of support for immigration in Canada. Employer-driven, it helps support employers in filling their skilled labour market needs through immigration.

“We’ve seen the growth of pride of refugee sponsors, particularly during the hiring initiative,” says Watts. “It’s a strong message about how Nova Scotians respond. And it’s a very strong humanitarian

and welcoming attitude towards reaching out, supporting people coming from very difficult situations and helping them settle here in our community.”

This past January, just before the pandemic, the Organization of Economic Cooperation and Development (OECD) in Paris, France invited Minister Metlege Diab. She was the only Canadian representative to speak to the organization.

“We’ve been recognized internationally as a welcoming destination for workers and their families who have the skillsets we need,” she says.



It’s a huge commitment on the part of people to see those numbers get back up again, bring people in a safe manner, have them feel supported, welcomed and integrated into the job market and our community.”

— **Jennifer Watts**, CEO of Immigrant Services Association of Nova Scotia (ISANS).

to actually adopt it,” says Minister Metlege Diab.

Realizing at that time many students were not able to open their own businesses and acknowledging the lack of succession planning in the province, the Nova Scotia Office of Immigration launched two new immigration streams.

The new business immigration and international graduate entrepreneur streams attract international entrepreneurs and retain international graduates of provincial post-secondary institutions.

Both streams are geared towards

Immigration has been and continues to be key to economic and population growth. With our region's aging population, it will be instrumental in aiding the province with economic recovery, particularly post-pandemic.

In response, the Nova Scotia Office of Immigration continues to support the delivery of essential services in sectors like health care and public transit.

"There continues to be a need for skills to meet the labor market shortages identified by sectors and employers, and we're going to continue to monitor the labour market and explore how our programs and services can help meet these challenges," says Minister Metlege Diab.

"The important thing to realize, which has come to the forefront during the pandemic, is how essential refugees are as frontline workers," says Watts.

"Some people who are nurses and doctors, working at nursing homes, driving transit buses and providing very key essential services to us are immigrants," she says. "They make a huge contribution to our ability to move through the pandemic; they will be a huge part of the future and certainly will be a very strong contribution to our economic recovery."

In order to meet the high demand for essential workers and to secure the future of our province, additional support for immigrants is needed.

"We've had settlement services responding in practical ways to helping newcomers build their skills," says Watts.

"For example, the **Bridge to Work Program** helped link immigrants who may not have strong language skills but have good work skills to be able to

practice and effectively move into an employment situation."

"It's actually very positive and important both for the employee and the employer and, in the larger picture, for our local economy," she says.

"Immigrants bring innovation, new ideas, global perspectives and help everyone economically and also socially," says Minister Metlege Diab.

"People are becoming more accepting," she says. "They now understand that immigration is key to our economic success."

says Watts.

The programs offer counseling, understanding of the labour markets and access to courses to help skilled immigrants integrate into the workplace. "We have some amazing stories of people who were able to fast track their ability to find employment and integrate rapidly because they've done this pre-arrival work," says Watts.

"Immigrants now not only can be proud of their heritage, their background and their culture, but they can also be proud of being Nova Scotian Canadians and for contributing to the diverse fabric of this land. And that makes me extremely proud," says Minister Metlege Diab.

Pre-arrival programs also provide background information on the COVID-19 situation in Canada and Nova Scotia. That way, they know what to expect when they arrive and what their responsibilities and obligations will be like.

"It's an opportunity to really help them think about the process, arrive well prepared at this stage and keep the community around them safe," says Watts.



Immigrants bring innovation, new ideas, global perspectives and help everyone economically and also socially. — **Lena Metlege Diab**, Minister of Immigration

Immigration is not only an economic priority for the province, but it's also a social support system for foreigners who are looking for a new home and opportunities.

To secure immigration for the future, **ISANS** has implemented pre-arrival programs. They provide support for people waiting to emigrate to Nova Scotia and who may be unable to travel at this point in time.

"Whenever we have a year like this, it really takes a huge opportunity away from us: a huge wonderful pool of people that can come to our communities and do all the wonderful things that they do,"

"We need to understand our role as a wider community in welcoming, learning from and supporting immigrants as they take this huge step forward to settling into a new country," says Watts.

"Our economy will also be strengthened, and our communities will benefit a lot from immigrants."

"So we're going to continue to build on the success we've achieved for the last seven years," says Minister Metlege Diab. "And we look forward to future growth." ■

Keeping business in the family

McBurney Pools & Spas treats employees and customers as their own

By Mina Atia



Bill McBurney and his wife Carilyn co-own the business, and he has been working in the company since August, 1980.

Starting at a kitchen table in Shubenacadie, N.S., McBurney Pools & Spas has grown into a fully-fledged business.

Although it's a lot more than just a family-owned business, it still has family values in its DNA.

"We are a family-run business and our employees are treated like family," says Tara McBurney, general manager of McBurney Pools & Spas.

Bill McBurney co-owns the business with his wife Carilyn and has been working in the company since the very beginning – August 1980. He has recently stepped back to enjoy retirement.

The day to day operations are now run by his daughters: Tara and Holly, as well as their dedicated team.

This year was McBurney Pools & Spas'

We were very fortunate to be in the leisure industry; it seemed like everyone wanted a pool or hot tub."

— Tara McBurney,
General Manager,
McBurney Pools & Spas

40-year anniversary. Sadly, COVID-19 put a wrench in any chance of celebrating the milestone, especially with their doors being closed.

"We were very fortunate to be in the leisure industry; it seemed like everyone wanted a pool or hot tub," says Tara about how business was faring during the pandemic.

She added that supply became an issue as the season progressed, since hot tub demand has pushed manufacturing until 2021.

"It was very challenging in May when our doors were closed, but we were operating with curb side pick-up," she says.

McBurney Pools & Spas moved into Burnside Industrial Area in 1996 and eventually ran out of operating space.

Building the flagship store on Frazee

Avenue in 2005 was the next monumental step for the business. A satellite store remains in Shubenacadie to service the corridor area and Truro.

“We also welcome all clients to be part of the McBurney Pools & Spas family.”

The business participates in charity and community events, sponsoring several golf tournaments for groups such as MADD, Sunshine Kids and the RCMP.

The business has also raised money for NS Food Bank by using “Stuff-a-Tub” promotions and filling hot tubs placed in locations around the HRM area with food donations.

McBurney also provided a hot tub to the 2011 FIVB World Junior Beach Volleyball Championship in downtown Halifax.

“We pride ourselves on educating our clients about our products: pools, hot tubs, water care or whatever it may be,” says Tara.

“We are also open year-round!”

We pride ourselves on educating our clients about our products: pools, hot tubs, water care or whatever it may be.”

— **Tara McBurney,**
General Manager,
McBurney Pools & Spas

As we head into colder weather, Tara advises pool owners to get their pool and property ready for winter. “It’s very important,” she said.

“For pools, it’s important to have the water balanced before adding a closing kit, which is a service available at both of our locations and online.”

Tara points out that hot tubs must have their lines blown and antifreeze added in them during the cold weather. She also recommends a protective cover to be used.

McBurney Pools & Spas offers a closing service for above-ground and in-ground pools as well as hot tubs for winter.

The business carries about 80 per cent of products manufactured in Canada, like Beachcomber Hot Tubs, Freestyle Spas, Sani Marc pool care, Hayward and Lumi-o.

“Getting a pool or a hot tub is a big investment,” says Tara. “And we are there to help you along the way.” ■



Resilience in trying times

Creating from uncertainty using three vital questions



ANN-MARIE FLINN
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AGENCY

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The global response to COVID-19 has changed how we work, interact and learn.

Many industries and organizations are undergoing unprecedented change in an era where Volatility, Uncertainty, Complexity and Ambiguity (VUCA) reign.

Organizations and their leaders are challenged with riding the wave of this new reality.

It is times like this where creative mindsets are more important than ever!

Some of the most successful businesses thrived during depressions, recessions and Wall-Street meltdowns because of a creative mindset.

Think of GE, Disney, P&G and Microsoft just to name a few.

These companies focused on outcomes versus problems. They took a panoramic view of the situation to see opportunities versus a fear-based, problem-oriented

“Some of the most successful businesses thrived during depressions, recessions and Wall-Street meltdowns because of a creative mindset.”

outlook to the rapid changes of industries and society as a whole.

They knew that consumers would still be in need of “things” and continued to act as though the public had money to spend.

These are companies that didn't wait for public demand for their products to rise. They created and innovated even during the most challenging of times.

Richard Deupree, a former P&G CEO during one of the world's most trying times, the second world war, once quoted: "You can take away all the buildings, you can take away all the brands, and P&G people will rebuild the company."

What P&G and other resilient companies know is that human capital – creativity, team interaction, connection and trust – is the most valuable of all assets within a company.

It is here where innovation is born.

The common denominator, of all companies that have survived and thrived in challenging times, is their ability to embrace a culture of agility and change.

It is the interaction between human beings that matters and, ultimately, how the work gets done.

If companies only focus on process and structure changes, they are simply mowing the lawn when the house is on fire.

What is needed in these challenging times is nothing less than strategic and cultural transformation. There are three vitals questions to ask

yourself:

1. Where are you placing your focus? Are you focusing on reacting to problems or on creating outcomes?
2. How are you relating to others and organizational realities? Does the way of relating for teams or organizations produce or perpetuate “drama” or do they empower others to be resourceful, resilient and innovative?
3. What actions are you taking? Are actions merely reactions to the problems of the day or are they generative in creating outcomes and results, while solving problems in service of the organization's mission and vision?

To create change, organizations, leaders and all stake holders need to feel they are able to take the initiative to unlock their creativity and ‘what's possible’ mindset.

To choose to change, individuals need a sense of where the process will lead them (their outcome or mission statement).

Create passion around the means of change and an understanding of course correction (the baby steps) to continually move forward.

It's with this curious and innovative mindset and leadership in all levels of an organization that will engage the “hearts and minds” of everyone involved in the change process and create resilience, innovation and success in the most trying of times.

Bottom line, cultural transformation is imperative in the current environment of change.

Serving others well

How to appreciate your customers



SARA KUEHNER
SENIOR MANAGER,
ASSURANCE AND ADVISORY
SERVICES, BAKER TILLY NOVA
SCOTIA INC.

The number one reason customers switch to a new brand is feeling unappreciated.

It seems like common sense; easy even. It's a feeling we can all relate to. We all have had experiences where we were left feeling as if we were not enough – not important enough, not smart enough and not significant enough.

It's a feeling we don't want our customers to feel. Yet our biggest obstacle in providing that feeling of appreciation for others is often ourselves. We naturally think of ourselves, not others.

But just imagine what could happen if we showed up each day with the purpose of making those around us feel appreciated. Not because of what that individual can do for us, but because of what it means in that individual's life.

The statistics are staggering. This simple feeling of appreciation not only changes our customer's experience, but it benefits our businesses.

- Consumers are willing to spend 17 per cent more on a company that has outstanding customer service. (**American Express**)
- Increasing customer retention rates by just five per cent can increase profits by between 25 per cent and 95 per cent. (**Bain and Company**)
- Financially, 73 per cent of companies with "above average" customer experiences perform better than their competitors. (**Temkin Group**)
- On average, companies that invest in their customer experience also observe an improvement in employee engagement by roughly 20 per cent. (**McKinsey**)

So how can we, as service providers, show our customers that they are appreciated?

1) Treat them as a person, not as a transaction.

It's all about relationship. No one wants to feel like a number or an inconvenience in someone's busy schedule.

Consider how you can show each individual that you see them, you understand them, and you are working to serve them well.

2) Value their time.

This will be shown differently depending on your business.

It could be reducing the time the customer is required to wait for the product or service being provided.

It could be replying quickly to a request or question, so the customer doesn't have to spend unnecessary time thinking about an issue.

It could be by being considerate of when and how you request input from them and avoiding repetition where possible.

3) Value their resources.

Price your product or service fairly. Don't push products or services on them that don't add value to their life or business.

If your service is billed based on hours, make sure the hours charged are not inflated with inefficiencies.

4) Don't assume – ask!

Set up great communication channels with new customers, so you know what they appreciate and expect from the relationship right from the beginning.

Use the customer's preferred method of communication when possible.

Periodically check in to get your customer's perspective on the product or service provided.

In short, it requires taking the time to know your customer well enough to be able to think from their perspective; to know what they value and expect; and what will show that you appreciate them and their business.

I leave you with this challenge, something I quote many mornings before I enter the doors of my office to interact with my colleagues and customers.

It is something I will continually fail to live out, but I dare to reach for.

“Do nothing out of selfish ambition or vain conceit. Rather, in humility, value others above yourselves, not looking to your own interests but each of you to the interests of others.” (New International Version, Philippians 2:3)

For businesses to thrive, they need to survive

We may not be at war, but the Canadian economy is starting to look a lot like it did 80 years ago.



CHRISTOPHER ABBOTT
COMMUNICATIONS &
ENTREPRENEURSHIP
COORDINATOR,
CEED

Thousands of people are being pulled from farms and factories as entire industries shut down.

Essential products are rationed. Massive amounts of national capital are put towards new costs and supplementary wages, all fuelled by government debt.

Economists predicted a staggering great depression after World War II turned our country upside down. And as the COVID-19 pandemic continues, **similar signs of market recession** are becoming apparent.

Canada's economic response plan helped businesses and their employees stay on track, but for entrepreneurs, finances are waning, options are shifting, and uncertainties are growing day by day.

Snowballing costs and dwindling sales are inevitable outcomes in a world gripped by uncertainty and doubt. But inevitable outcomes don't always spell certain doom.

“ *Snowballing costs and dwindling sales are inevitable outcomes in a world gripped by uncertainty and doubt. But inevitable outcomes don't always spell certain doom.* **”**

The economic landscape in Canada is changing. Small businesses will have a vital role in establishing the new normal, and for entrepreneurs, it's essential they be poised to prosper when that time comes.

Now more than ever, distressed business owners need access to capital.

At **CEED**, the Centre for Entrepreneurship Education and Development, we know there is no magic fix. For businesses to thrive, they first need to survive.

That's where the Atlantic Canada Opportunities Agency's Urban Main Street Loan Initiative comes in.

The Urban Main Street Loan Initiative, or **UMSLI**, is about helping entrepreneurs who are still feeling the lasting effects of COVID-19.

UMSLI loans require no interest or principal payments for two years, offer up to \$40,000 in assistance and can provide 25 per cent in loan forgiveness.

Organizations need to be energized. No matter how determined and hardworking an entrepreneur may be, COVID-19 has reminded us that every business needs a contingency plan.

The perils of complacency are clear in a crippled economy. And as the pandemic continues, it's clear that the inevitable new normal is going to be different for everyone.

But the means to get there won't be. UMSLI loans provide businesses with the financial capital required for relief, recovery and reconstruction.

These loans are tailored for the COVID-19 pandemic, designed to ensure business continuity through unsure times and calculated to help finance the everyday operations of any enterprise that offers strategic importance or community significance.

When the war ended, Canada proved the economists wrong. The country prospered.

Our national GNP doubled, we passed universal public health care, Marilyn Bell swam across Lake Ontario and the Avro Arrow took flight at 2400 kilometres per hour.

Thousands of people returned to work, thousands more started, and in the booming 1950s, Canadians staved off depression.

Entrepreneurs got back to business. They just had to weather the storm.

The world is unpredictable and business success is paved with predictability. But so is history, and throughout it, we have always come out stronger on adversity's other side.

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THANK YOU TO ALL OF OUR SPONSORS FOR MAKING THE 2020 CHAMBER GOLF CHALLENGE A FUN DAY OF NETWORKING, SUNSHINE AND GOLF!

Leading the way

Towards economic prosperity for African Nova Scotians

Contributed by Halifax Partnership

IRVINE CARVERY & DOLLY WILLIAMS

CO-CHAIRS OF THE AFRICAN NOVA SCOTIAN (ANS) ROAD TO ECONOMIC PROSPERITY ADVISORY COMMITTEE

The committee is leading the development and implementation of the Road to Economic Prosperity Plan, an ANS community led and owned initiative for economic growth in partnership with Halifax Partnership and HRM.

Economic development for the African Nova Scotian (ANS) community matters for all of Halifax and Nova Scotia. While Halifax has demonstrated strong and continuous economic growth over the past 10 years, African Nova Scotians in our city and province have not equally benefitted, and our communities and residents continue to be impacted by growing socioeconomic disparity.

Over the years, there has been government and private sector support for community economic development initiatives within the African Nova Scotian community. But there has never been a concerted effort or strategy dedicated to improving the economic wellbeing and prosperity of African Nova Scotians. That is, until now.

The Road to Economic Prosperity Action Plan is a five-year collaborative strategy. It's developed and owned by African Nova Scotians to advance economic development and community priorities, and to coordinate, align, and bring greater awareness to work already being done in the ANS community.

This plan is the first of its kind. Most of us in the community have lived through versions of this work, but this is the first time it has been put together as a formal economic plan for the ANS community and endorsed by both the community and government.



African Nova Scotian Road to Economic Prosperity

The Advisory Committee leading this work includes 15 members representing each Black community in HRM, community organizations involved in economic development or capacity building, resources and support persons from primary agencies, and youth and elder representation.

ANS community members participated in several consultations to develop the plan and identified key issues, opportunities and themes which informed the three five-year strategic priorities:

1. Build unity and capacity among African Nova Scotians
2. Establish land ownership, develop infrastructure and attract investment
3. Increase participation in education, employment and entrepreneurship

The plan was presented and endorsed by HRM Regional Council in September – an important step in demonstrating that this work is seen as a priority and is supported by local government.

While the plan is specifically built for the ANS community, it helps build success for all. It aims to close employment and housing gaps, increase collaboration and investment, and improve economic and quality of life outcomes for the ANS community.

Without economic progress, a group will perish. When we are successful, we will have addressed decades and centuries of systemic and institutional barriers that have prevented growth in our communities.

We want a healthy and prosperous future for our community, both locally and provincially. And we hope to inspire and lay the groundwork for a Canada-wide agenda.

There is a role for everyone to play in supporting this critical work. We welcome and encourage engagement and dialogue from the business community.

To learn how your business can get involved, contact us:

- Irvine Carvery
irvine.carvery@halifax.ymca.ca

- Dolly Williams
dollywilliams6@gmail.com

- Carolann Wright, Director of Capacity Building & Strategic Initiatives, African Nova Scotia Communities at Halifax Partnership
cwright@halifaxpartnership.com

Congratulations to these Top 50 CEOs and Chamber Members

Atlantic Business magazine announced 2020 Top 50 CEO Award winners, 14 are Chamber members

atlantic
BUSINESS



Dov Bercovici
President and CEO,
Discovery Centre



Leah Boody
President at Pineapple
Bytes Inc



Laurel Broten
President & CEO at Nova
Scotia Business Inc.



Lydia Bugden
CEO & Managing Partner of
Stewart McKelvey



Joyce Carter
President and CEO of Halifax
International Airport Authority



Saeed El-Darahali
President and CEO,
SimplyCast



Lori Kennedy
Co-owner at Louisbourg
Seafoods Ltd.



Congratulations to these Top 50 CEOs and Chamber Members

Atlantic Business magazine announced 2020 Top 50 CEO Award winners, 14 are Chamber members



Roger King
President at Supplement
King Canada



Ashwin Kutty
President & CEO at
WeUsThem Inc.



Stephen MacDonald
CEO at EfficiencyOne



Dallas Mercer
President and Disability
Management Consultant at (DMC)
Dallas Mercer Consulting Inc.



Greg Poirier
President at CloudKettle

atlantic
BUSINESS



Ken Shea
President & CEO at East
Coast Credit Union



Vivek Sood
Executive Vice President, Related
Businesses for Sobeys Inc.

It's been a pleasure!

Forever grateful for my Chamber tenure



BARBI HOLLAND
SALES CONSULTANT
HALIFAX CHAMBER OF
COMMERCE

It is difficult to articulate in one article my thoughts and feelings about leaving this amazing Chamber. I have come to know so much about our members (many of whom became friends) and feel privileged to have had the opportunity to get to know each and every one of you.

Maya Angelou puts it perfectly by saying “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” This is the legacy I hope to leave behind at the Chamber.

Anyone who knows me appreciates that I can talk to anyone and everyone for hours and hours, often finding at least one person (if not more) in common. Some of those coffee, lunch, event, (and the odd wine – ha!) conversations, have blessed me with lifelong friendships, which I will always cherish.

Looking back over the past ten years, I remember my humble beginning with the Chamber. I got the “sales job” without a resume or even having an interview, as I sold sponsorship for the Chamber Golf Tournament the previous year (via a third party contract) and they all said that “they knew who I was.”

I confidently told the Chamber they needed to hire me, and lucky for me, they did! I was new to the Chamber world and family (and it IS a family) and was eager to get started.

I began my new job on July 6, 2010 and was excited to get selling and connecting! The next day, I had a “prospect” coffee meeting with Kevin Riles with **KWR Approvals**, who became my very first new member. From that very first sale, I vowed to meet with all new members, allowing me to get to know more about them and their business, so I could do MY job better... and so it began.

I started meeting prospective companies and all new members in person, to better connect people to help them build their networks and grow their business, which, to this day, is the reason why I love what I do. Lucky for me, this comes naturally. Why wouldn’t you take a moment and send that email or make that call, if it is going to make a positive impact on another person/company? The best part of this, is that it never feels like work. I was, and still am, having so much fun “doing what I do!”

Another quote that resonates with me is: “We don’t stop playing because we grow old; we grow old because we stop playing,” by George Bernard Shaw. Stay true to yourself, be kind and have fun sounds like simple advice, but it certainly can make a difference in how we travel through this crazy journey called life!

People would often say how infectious and energizing my personality is, and that they could feel my energy in a room and/or through a phone call. I admit, I do get really energized around people, lucky for me, I have made a career from talking. Fun fact: I used to work in radio in my early 20’s! I credit my up-beat attitude and not taking life “too, too serious” to be my success here at the Chamber and this amazing city.

I’m a self-proclaimed **FOMO** queen as I really don’t like to miss out. So, it stands to reason that when there is anything happening in Halifax with one of our members, I’d be the first one there, celebrating, sharing, supporting them, and of course connecting with everyone in the room. I like to be part of people’s lives. That’s just who I am.

Now, I don’t make those connections for accolades or to rack up success stories, I do it for the opportunity to genuinely get to know and impact people around me.

Through my journey, I’ve been able to build my character and grow, just as my role and responsibilities at the Chamber have grown.

I am fortunate and privileged to be able to make decisions to benefit our members, and to help with the growth of our membership and business community at large. After 10 years, I have become somewhat of a sales warrior and still get ‘that buzz’ with every new member, and the opportunity to engage them in all that the Chamber offers...which is a lot, as I often say “why wouldn’t you join”?

I listen; I genuinely listen very well. I genuinely care and I follow-up with every single person I come in contact with, which compliments my “get ‘er done” attitude. I’m extremely organized (sometimes to a fault), very positive and, as mentioned, highly energetic, with all of this is combined, I never have a dull moment, nor a boring day.

Life has thrown us many curve balls this year, and I am very proud and honoured to be part of an organization that has risen above expectations and continues to be an excellent resource for supporting, connecting and growing businesses in our region.

It goes without saying, especially now, that we’re all in this together. I often use the phrase “We all put our pants on the same way.” Simply be kind, lend a smile and care for everyone you meet, that has always been my mantra, and it will remain so in my next journey.

Although I’m leaving the Halifax Chamber, I’ll forever be part of the Halifax business community no matter where I am. My departing wish is that I have left a mark at the Chamber (and in Halifax) as a trailblazer in making connections and sharing kindness. And for that I say “It’s been a pleasure!”

The Halifax Chamber is going to miss this firecracker of the business community. We are wishing Barbi the best of the best on her next chapter and are excited for what her new journey in PEI brings.

It’s not a farewell but a see you later. So until next time! ~All our love, The Chamber Team.

From the Halifax Chamber of Commerce team
and our members:

THANK YOU.

Our members continue to lead the way. They share insights, knowledge and expertise to support businesses. We continue hosting webinars with field experts, and we are holding in-person events with safety and public health guidelines top of mind. Thank you to the following organizations for actively participating and reaching out to keep the business community up to date and prepared.

