

BUSINESS VOICE

HALIFAX'S BUSINESS MAGAZINE

Small businesses, BIG BENEFITS

Halifax's small businesses foster local character, unique experiences and economic support

Pg 20

STARTING YOUNG

How hiring recent grads is good business **Pg 24**

SET THE STAGE

Neptune Theatre city's cultural heart **Pg 26**

#SUPPORTLOCAL

Creating a sustainable economy **Pg 29**

Join the Halifax Chamber for an adventure to...

September 25 – October 5, 2020

11-Day trip for only:

CHINA \$2,399*

BEIJING • SHANGHAI • SUZHOU • HANGZHOU



*Your trip includes:

- Round-trip international airfare & Chinese domestic airfare & tax (from Toronto)
- 4 and 5-star hotel accommodations
- 3 meals each day
- Deluxe bus tours
- Fluent English-speaking tour guides
- Entrance fees for attractions

DAY 1: YYZ – BEIJING

Check-in at the YYZ International Airport for an evening flight. Arrive in Beijing, the capital of China, by evening. You will be met by your tour guide and transferred to the hotel.

DAY 3: BEIJING

Bus excursion to the Great Wall of China. The 4,000 mile long and 2,000 year old wall is said to be the only man-made structure visible by naked eye from the moon. En route, you will stop at the 2008 Beijing Olympic venues, visit the Jade Factory and explore one of the fully excavated Ming Tombs.

DAY 4: BEIJING

Sightseeing includes the largest square in the world, Tiananmen Square; the Palace Museum, also known as the Forbidden City, home to 24 emperors with 9,999 rooms; the Pearl Market and the Summer Palace.

DAY 5: BEIJING

Morning sightseeing tour to the Temple of Heaven, built in 1420 A.D. Afternoon visit to the Lama Temple of the religion of Lamaism.

DAY 6: BEIJING – SHANGHAI – SUZHOU

Fly to Shanghai, followed by a bus trip to Suzhou. Visit the West Garden Temple, constructed in the Yuan Dynasty. This is the largest active Buddhist temple in Suzhou.

DAY 7: SUZHOU

Visit the Suzhou Silk Factory. Continue the tour at the centuries old Linger Garden. In the afternoon, visit the National Embroidery Institute to see silk embroidery, a local craft with 1,000 years of history.

DAY 8: SUZHOU – HANGZHOU

Morning bus excursion to Hangzhou. Take a boat cruise on West Lake with a relaxing stop over at the beautiful pagodas. A must-see for tourists while in Hangzhou.

DAY 9: HANGZHOU – SHANGHAI

Morning excursion to the Longjing Green Tea Plantation. Afternoon bus tour to Shanghai where you will visit The Bund, Shanghai's famous waterfront park.

DAY 10: SHANGHAI

Visit the Yu Garden, a maze of marvellous pavilions, ponds, rocky works and over arching trees. In the afternoon you will have free time to explore the Shanghai Bazaar and visit the Shanghai Silk Rug Factory.

DAY 11: SHANGHAI – BEIJING – YYZ

Take the morning flight from Shanghai to Beijing. Then depart for YYZ where you will arrive by mid-afternoon the same day.

- Price reflects double occupancy/Add \$500 for single occupancy
- Price includes Chamber visa processing fee
- 11-day all inclusive tour package plus all air travels (from Toronto)
- Includes everything on the itinerary/Optional tours available for purchase
- English speaking tour guides on every tour bus
- Valid passport and visa required



\$300 deposit required & full payment due June 2020

Contact KAYLA@HALIFAXCHAMBER.COM | 902-481-1229 | HALIFAXCHAMBER.COM/TRAVEL

Business Voice is published 11 times a year for members of the Halifax Chamber of Commerce and Metro Halifax's business community. Views expressed in Business Voice are those of the contributors and individual members, and are not necessarily endorsed by, or are a policy of, the Halifax Chamber of Commerce.

No part of this publication may be reproduced without written consent of the publisher. While every effort has been made to ensure accuracy, the publisher cannot be held responsible for any errors or omissions that may occur.

Please address editorial enquiries and changes to information to:
Halifax Chamber of Commerce
100-32 Akerley Boulevard
Dartmouth, Nova Scotia B3B 1N1
Tel: 902-468-7111
Fax: 902-468-7333
info@halifaxchamber.com
www.halifaxchamber.com

Board of Directors

Margaret Chapman, Narrative Research, Chair
Gavin MacDonald, Cox & Palmer, Vice Chair
Cynthia Dorrington, Vale & Associates, Past Chair

Directors

Robert Dean, MNP LLP
Mark Sidebottom, Nova Scotia Power Inc.
Richard Butts, Clayton Developments Ltd.
Paul Bent, Self-Employed Consultant
Saeed El-Darahl, SimplyCast
Faten Alshazly, WeUsThem
Stefanie MacDonald, Halifax Paper Hearts
Michele Peveril, NS Department of Business
Brad Proctor, McInnes Cooper
Captain(N) David Mazur, Maritimes Forces Atlantic
Roger Boutilier, Nova Scotia Association of Realtors
Caroline Wolfe Stewart, The Berkeley Retirement Residences
Andrew de Freitas, Canadian National Railway
Cayla Stryncl, Fiera Properties
Christopher Googoo, Ulnooweg

Chamber Staff

Patrick Sullivan, President and CEO
Nancy M. Conrad, Senior Vice President, Policy
Colin J. Bustard, Director of Finance and Administration
Becky Davison, Director of Marketing
Emma Menchefski, Communications Specialist

Business Voice is published by

The Chronicle Herald Custom Publishing Department
Publisher: Sarah Dennis
Editor: Nicole Gnazdowsky
Layout & Design: Peter Ross
Contributing Writers: Heather Laura Clarke,
Joey Fitzpatrick, Robin Webb, Lia Beveridge,
Becky Davison, Kathleen MacEachern, Sara Ericsson
Customer Relations Specialist: Jennifer MacLean
Sales Executive: Wanda H. Pridle
902-426-2811 ext. 1163 • sales@herald.ca
Cover photo: Paul Darrow

Copyright 2019 by The Chronicle Herald.
All rights reserved. Reproduction of any article,
photograph or artwork without expressed written
permission from the publisher is strictly prohibited.

2717 Joseph Howe Drive
Halifax, Nova Scotia B3J 2T2
Tel: 902-426-2811
TheChronicleHerald.ca

Disclaimer

Business Voice magazine makes no warranties of any kind, written or implied, regarding the contents of this magazine and expressly disclaims any warranty regarding the accuracy or reliability of information contained herein. The views contained in this magazine are those of the writers and advertisers; they do not necessarily reflect the views of Business Voice magazine and its publisher The Chronicle Herald.

Publications Mail Agreement No. 40032112
Return undeliverable Canadian addresses to
Halifax Chamber of Commerce.



Small businesses provide us with the unique character that makes a city an interesting place.”

20

— Patty Cuttell Busby, Executive Director, North End Business Association



TABLE OF CONTENTS:

- 04 Events
- 05 President's message
- 06 New & noted
- 14 Members in the news
- 20 Small businesses, big benefits
Halifax's small businesses provide local character, unique experiences and economic support
- 24 Making room for young talent to shine
Graduate to Opportunity program opens doors for young people
- 26 Profile:
Neptune Theatre



- 28 Halifax Partnership
- 29 Trends
- 32 Working for you
- 34 Awards spotlight:
InterTalk Critical Information Systems

SPECIAL FEATURES:

- 38 Training and professional development

CHAMBER EVENTS

For a full and up-to-date list of our Chamber events, please visit www.halifaxchamber.com/events

LUNCHEON:

Deputy Governor

Lawrence Schembri

SPONSORS:

Chartered Professional Accountants

DATE: Thursday, September 5

LOCATION: Canadian Museum of Immigration at Pier 21

BUSINESS AFTER HOURS

HOSTS: **Four Points by Sheraton**

DATE: Tuesday, September 17

CHAMBER 101

DATE: Wednesday, September 18

LOCATION: Halifax Chamber office, 32 Akerley Blvd.

LUNCHEON:

The Future of Energy

PRESENTED BY:

Canadian Global Cities Council

LUNCHEON:

Growing a Vibrant Halifax

SPONSORS: **NSAR**

DATE: Thursday, September 26

LOCATION: Westin Nova Scotian

BUSINESS AFTER HOURS

DATE: Tuesday, October 15

LOCATION: Kitchen Door

SAVE THE DATE:

SMALL BUSINESS WEEK

OCTOBER 21 - 25

In Partnership with **BDC**

FALL DINNER: DISRUPTORS

OCTOBER 30

PRESENTED BY: **Stewart McKelvey**

ANNUAL STATE OF THE CITY:

Mayor Mike Savage

NOVEMBER

LUNCHEON:

Perrin Beatty

NOVEMBER 21

CHAMBER HOLIDAY PARTY

DECEMBER 3

WONDER WOMEN

DECEMBER 6

THANK YOU TO OUR SUMMER SPONSORS:



**OUR CURRICULUM:
PUT IN THE TIME. OWN THE SKILL.
EARN YOUR FUTURE.**

READY WHEN YOU ARE **NSAPPRENTICESHIP.CA**

**NOVA SCOTIA
APPRENTICESHIP
AGENCY**

Accelerating trade in Nova Scotia

New program aims to help Halifax businesses break into export game

@prezhfxchamber



PATRICK SULLIVAN
PRESIDENT & CEO

The crisp days of autumn are beginning and it is my favourite time of year. It's September: the new school year beckons and for many it seems like the unofficial start of the year. I hope you had a chance over the summer to recharge, plan for the year and enjoy the sun! We are excited that the summer months have given us the opportunity to enhance our goal of supporting export growth in Nova Scotia.

CONGRATULATIONS!

NSBI Export Awards

The Halifax Chamber of Commerce congratulates a few of our members who were recently recognized for their exporting expertise, thereby growing the Nova Scotia economy! Our members were out in full force at the awards ceremony, showing that they are leaders in the Halifax business community.

Peace by Chocolate

won the Business of Diversity Award!

Totally Raw Pet Food

was recognized as the Canadian Market Champion!

InterTalk Critical Information Systems

were the Innovation in Business Champion!

"The Chamber's 2019-2023 strategic plan focuses on creating value and prosperity and as we dive into the Trade Accelerator Program, we will make great strides to grow the export sector of Nova Scotia."

We are partnering with Export Development Canada and Nova Scotia Business Inc. (NSBI) and beginning a Trade Accelerator Program (TAP) that will assist Nova Scotia companies in increasing their exports and ultimately their sales. This partnership will allow the small and medium-sized businesses of Halifax to break into the export game with confidence through access to the necessary education and connections.

The Chamber's 2019-2023 strategic plan focuses on creating value and prosperity and as we dive into the Trade Accelerator Program, we will make great strides to grow the export sector of Nova Scotia.

TAP will offer Halifax businesses an opportunity to break down barriers to the world of the export sector. Perhaps the most common barrier is lack of knowledge. Many small business owners can't afford the risk of taking the leap of faith required to begin selling abroad. This program will give participants the tangible skills and steps to broaden their sales horizon, growing their businesses and improving the overall economy of Nova Scotia in an accelerated process that assists them in developing specific plans for various markets.

TAP begins with a two-day workshop designed to teach companies how they can build and implement a new market entry plan. They use presentations, case studies, mock negotiation exercises and interactive group workshops to give participants the hands-on experience

needed to go global with their brand.

Another barrier is a lack of connections needed to begin exporting their product. TAP participants will be connected with the right people to make this change.

On the third day, participants receive hands-on support from leading Canadian export advisors, helping them produce an export plan of their own. This plan is developed by the participant over the next three weeks in preparation for the final day, where it is assessed by the TAP team and export advisors. Our participants will then experience 30 minute one-on-one mentoring sessions which will finalize their plan to move forward and give them the information and contacts needed to go international.

TAP has been implemented in markets like Toronto, Winnipeg, Edmonton, Calgary and Montreal since 2015 with very encouraging results. Organizations demonstrate an average growth in export sales of 42 per cent one year after graduating from the program, with 75 per cent of graduates entering completely new markets. TAP is having a positive impact on the country and we feel privileged to bring it to our members and the province in partnership with NSBI.

Even organizations who have been exporting for years have taken the program and expressed their immense satisfaction with their new opportunities. Don't leave money on the table — keep an eye out for TAP applications coming this fall. We're in your corner! ■

NEW & NOTED

We welcome our new Chamber members

ALWAYS A PLEASURE INFORMATION TECHNOLOGY LIMITED

Sanjay Saini

Bedford, NS
902-932-7170
Sanjay.in@gmail.com
www.Digitalbridge.ca
BUSINESS & PROF. SERVICES –
Management Consulting

B.D. RAE WASTE MANAGEMENT

Brian Doiron

Kentville, NS
866-683-7937
brian@bdrae.ca
www.bdrae.ca
ENERGY & ENVIRONMENT –
Environmental Management

BLUE DOOR GROUP

Where passion and profit meet. Our exclusive optimize programs bring straight forward, achievable operational solutions to empower any size team. From the solopreneur to big corporate, our optimize consulting and coaching programs as well as our customized team training options will ensure you master the “how,” not just the “what,” to disrupt your market and up-skill in all areas of your business.

Stephanie Clark

Bedford, NS
902-488-9277
sclark@bluedoorgroup.ca
www.bluedoorgroup.ca
BUSINESS & PROF. SERVICES –
Business Consulting

CABCO COMMUNICATIONS GROUP

CABCO Communications is a Nova Scotia based company that provides communication products, services and technology infrastructure for a variety of businesses and institutions across Atlantic Canada. Our focus on high quality, technical expertise and providing innovative solutions has helped us become a partner of choice. It’s what makes us a great company to work for and do business with!

Michael Mills

31 Gloster Court
Dartmouth, NS
902-468-2252
mmills@cabco.ca
www.cabco.ca
COMMUNICATIONS –
Telecommunications

CAROL CONE ON PURPOSE, INC.

Carol Cone ON PURPOSE is a leading consultancy that helps organizations define their purpose beyond profits alone and bring that purpose to life through high-impact programs that have grown sales and employee engagement by double digits, garnered tens of billions of media impressions and galvanized social movements.

Twitter: @CC_OnPurpose

Carol Cone

5229 St. Margaret's Bay Road, Unit #1
Upper Tantallon, NS
781-777-1805

ccone@purposecollaborative.com
www.purposecollaborative.com

BUSINESS & PROF. SERVICES –
Consulting (General)

THE HALIFAX CHAMBER PRESENTS
DISRUPTORS
FALL DINNER 2019

PRESENTING SPONSOR:
 **STEWART MCKELVEY**
LAWYERS • AVOCATS

WEDNESDAY, OCTOBER 30
5:00 - 9:00 PM
HALIFAX CONVENTION CENTRE

CLARKE MORTGAGE GROUP TMG

Clarke Mortgage Group TMG is an award-winning Mortgage Brokerage with offices in Dartmouth, Truro and Amherst. Clarke Mortgage Group has been in business since 2013 and is proud to serve Atlantic Canada. David Clarke and his assistant Micaela Colbourne can offer residential and commercial financing for all of your needs!

David Clarke

50 Eileen Stubbs Avenue, Unit 130
Dartmouth, NS
902-701-4277
david.clarke@mortgagegroup.com
www.theclarkemortgagegroup.com
FINANCE & INSURANCE – Mortgage

COLLAGEN4HEALTH

Collagen4Health offers a comprehensive approach to joint health, skin care and healthy aging. Health-care practitioners have been asking: what is next in joint health? The answer resides in our award-winning, multi-patented matrix engineered to replenish connective tissue. Hydrolyzed for optimal bio-availability, licensed by Health Canada, backed by dozens of clinical trials yet new to Canada, Collagen4Health is on a mission to develop partnerships to build awareness of this revolutionary product.

Amy Burnie

Hammonds Plains, NS
902-880-6058
amyburnie11@gmail.com
www.moder.ca/249671
HEALTH CARE –
Health and Wellness

CONDOR ELECTRIC

Condor Electric's Donnie Dominix is a Red Seal Certified electrician with more than 20 years experience helping Nova Scotians keep their homes safe and warm. Just like human beings, homes need periodic checkups to ensure they're running smoothly. Call Condor Electric today for your electrical home inspection.

Donnie Dominix

Beaverbank, NS
902-483-7528
info@condorelectric.ca
www.condorelectric.ca
INDUSTRIAL & MANUFACTURING –
Electrical/Mechanical

COOK'S PIZZA

Cook's Pizza is a locally family owned and operated business that takes pride in knowing our regular customers on a first name basis. We serve delicious freshly cooked pizzas, chicken, seafood and donairs every day of the week. Choose to dine-in, pick up or have it delivered piping hot to your door.

Damanjeet Shelly Khokhar

1727 Sackville Drive
Middle Sackville, NS
902-865-1200
Cooks_pizza@yahoo.com
www.cooks-pizza.ca
RESTAURANTS, FOOD & BEVERAGE –
Restaurant

**DENISE ALISON –
SOCIAL MEDIA STRATEGIST**

Denise Alison is a speaker, entrepreneur and comedienne. She provides expert social media marketing coaching and training to entrepreneurs. If you're ready to create content that will get you noticed by the right people, get in touch! Social media isn't about followers. It's building relationships, trust and gaining loyal clients.

Denise Alison

Halifax, NS
902-307-1505
denise@stratigro.ca
ADVERTISING, PR & MEDIA –
Social Media

DIGNITY. PERIOD.

Dignity. Period. is a campaign to address period poverty in Nova Scotia. Founder Erin Casey helps communities improve access to menstrual hygiene products like pads and tampons. More than 60 organizations, businesses and individuals across the province have hosted #PadParties since October 2018, collecting at least 100,000 items.

Erin Casey

Halifax, NS
902-880-4182
dignityperiodcampaign@gmail.com
NOT-FOR-PROFIT GROUPS –
Not-For-Profit Groups

**DOCTORS NOVA SCOTIA
HEALTHY TOMORROW
FOUNDATION**

Doctors Nova Scotia Healthy Tomorrow Foundation (DNSHTF) is a registered charity that supports Nova Scotia's kids in embracing active living and instilling in them the knowledge, skills and motivation required to be healthy and active for life. DNSHTF operates Kids Run Club, a free provincial school-based running program.

Kerry Copeland

25 Spectacle Lake Drive
Dartmouth, NS
902-481-4908
kerry.copeland@kidsrunclub.ca
www.kidsrunclub.ca
NOT-FOR-PROFIT GROUPS –
Charitable Organizations

DRIVERSEAT

Driverseat is a vehicle chauffeur service all about getting you and your car from point A to point B quickly and safely. As the premiere designated driver service in the Halifax area, we take care to ensure that our coachmen's priority is your safety and the safety of your vehicle. Driverseat is available on demand through our app or via our dispatch for your convenience.

Will Johnston

Halifax, NS
902-701-8885
driverseathrm@gmail.com
www.driverseatinc.com
TRAVEL & TOURISM –
Bus/Limousine/Taxi Services

EYECANDY SIGNS INC.

eyecandy SIGNS INC. is a custom sign manufacturer specializing in a wide range of spectacular signs. From artistic boutique signs to industrial wayfinding, the eyecandy team are experts at creating effective, memorable and exceptionally crafted signs from initial design concepts all the way through to production and installation.

Allison Moz

2705 Agricola Street
Halifax, NS
902-429-8281
allison@eyecandysigns.ca
www.eyecandysigns.ca
ADVERTISING, PR & MEDIA –
Signage

FBM ARCHITECTURE • INTERIOR DESIGN

FBM is a well established and widely respected architectural firm which has been in continuous practice since 1917. Based in Halifax, FBM has been responsible for the design of many public, institutional and private sector commissions in Halifax including the Central Library and various recreational, health care, office buildings, banks, hotels and residential projects.

Craig Davidson

HS1-1660 Hollis Street
Halifax, NS
902-429-4100
davidson@fbm.ca
www.fbm.ca

BUSINESS & PROF. SERVICES – Architecture

GOLF TOWN DARTMOUTH

As leaders, innovators and lovers of the game, we pride ourselves on being the go to source for all things golf. We offer the latest products, information and technology that will give customers the best golf experience. Our revamped corporate services provides the opportunity to logo anything golf related or otherwise.

Ashley Neyens

80 Gale Terrace
Dartmouth, NS
902-481-0479
dartmouth@golftown.com
www.golftown.com
ADVERTISING, PR & MEDIA – Promotional Products

GREYWAVE SENIOR CARE CONSULTING

Many families face a crisis as loved ones age and their needs change. Families often don't know what is needed, who to call or where to start. At Greywave our consultant works with you and your family to understand your needs, identify and access the best services and resources. We develop a practical plan that eases the worry, offers the best care available and provides peace of mind.

Marie-Claire Chartrand

Halifax, NS
902-448-8439
mcc@greywave.ca
www.greywave.ca
PERSONAL CARE & SERVICES – Personal Care

HR ATLANTIC

HR Atlantic is an Atlantic Canada based consulting firm with deep expertise in labour relations, strategic HR and conflict resolution including workplace investigations and restoration. We have helped workplaces to work better every day for more than 20 years and we have our client success stories to show for it.

Kathryn Coll

Halifax, NS
902-626-7413
kcoll@hratlantic.ca
www.hratlantic.ca
BUSINESS & PROF. SERVICES – Management Consulting

IVAN'S AUDIO-VISUAL

Ivan's AV, established in 1983, is a provider of photography and audio-visual technology and services for educational, government and corporate clients in Atlantic Canada. Ivan's AV offers a wide range of audio, video, multimedia, digital signage and CCTV products from the world's leading manufacturers and is focused on providing solutions for our clients through consultation, design, installation and support.

Brian Giffin

204 Brownlow Avenue, Unit 150
Dartmouth, NS
902-417-1233
brian@ivansav.com
www.ivansav.com
EVENTS – Audio/Visual Equipment/Services

DO YOU HAVE A JOB, BUT WANT A CAREER?

Whether you're in the market for a new career or curious to see where your skills could take you, **Cream Careers** will connect you with quality career options.

View career listings by industry, post your resume to be seen by top employers, and connect with us on social media so you don't miss the latest postings.

Join for free today and get the career you deserve.



   | RISETOTHETOP.CA

cream
QUALITY CAREERS • QUALITY CANDIDATES

J M BOOKKEEPING & TAXATION

If you're looking for a professional bookkeeper — we can help! At JM Bookkeeping & Taxation we are financial experts. When it comes to accounting, we have the knowledge and skills necessary for getting you the most accurate results possible. Our specialties include payroll, taxation, bookkeeping, accounting and HST/GST. Whether you're a small business owner or are looking for a personal accountant, we've got you covered.

Michael Johnston

Hantsport, NS
902-684-0022
johnbooks@ns.sympatico.ca
www.jmbookkeepingtaxation.ca
FINANCE & INSURANCE –
Accounting

JAGGER'S PIERCING STUDIO

Jagger's Piercing Studio provides professional piercing services and offers a wide selection of body jewelry retail. We pride ourselves on best practice and a gentle touch.

Sandi Jagger

3032 Oxford Street
Halifax, NS
902-877-6333
sandijagger@hotmail.com
ARTS, CULTURE &
ENTERTAINMENT – Jewellery

JANE'S NEXT DOOR INC.

Jane Wright

2053 Göttingen Street
Halifax, NS
902-431-5697
catering@janesonthecommon.com
www.janesonthecommon.com
RESTAURANTS, FOOD & BEVERAGE –
Catering/Food/Drink

**KELLOWAY
EXECUTIVE COACHING**

Karen Kelloway is a certified executive coach and communications expert who coaches professionals to have greater impact through influence and focused results. For nearly three decades she has supported senior leaders and their teams to effect meaningful change. Specialties include executive coaching, onboarding, team effectiveness and NAIL IT!® career management programs.

Karen Kelloway

Halifax, NS
902-402-9527
karen@karenkelloway.com
www.karenkelloway.com
EDUCATION & PROF.
DEVELOPMENT – Coaching

LAKE WILLIAM FILMS

Lake William Films makes video for businesses to improve their communications. Combining varied film industry experience with strategic, not-for-profit and fundraising experience to produce video that engages and entertains customers while delivering on strategy. Great collaborative skills and creative and surprising solutions. Promotional, recognition, brand, interview and information videos.

Bill Chernin

Halifax, NS
902-219-1006
bill@lakewilliamfilms.com
www.lakewilliamfilms.com
ADVERTISING, PR & MEDIA –
Marketing

**LEDWIDGE LUMBER
COMPANY LTD.**

Ledwidge Lumber is a family-owned sawmill in Enfield who manages the forest resources for the future. We conscientiously use our natural resources to manufacture top-quality lumber and by-products for delivery to the global marketplace. We take pride in providing a healthy and safe work environment for our loyal and productive workforce.

Cassie Turple

P.O. Box 39
Enfield, NS
902-883-9889
cassie@ledwidelumber.com
www.ledwidelumber.com
INDUSTRIAL & MANUFACTURING –
Wood Products

**LISA MACINNIS – SUN LIFE
FINANCIAL SERVICES**

Touching the lives of millions of individuals, Sun Life Financial Advisors offer wealth solutions and customized health programs for their clients. To learn more about being a financial advisor for one of Canada's most trusted brands, please contact me.

Lisa MacInnis

237 Brownlow Avenue, Unit 150
Dartmouth, NS
902-481-0022 x 2383
lisa.macinnis@sunlife.com
www.sunlife.ca
FINANCE & INSURANCE –
Financial/Insurance Services

MARITIME CURBING LIMITED

We provide decorative continuous concrete borders alongside driveways, walkways, patios and around flowerbeds for both residential and industrial applications. We are a family run, local maritime business so you can expect great service and a quality product. Our concrete product is lower maintenance than other landscape edging alternatives and looks beautiful.

Kirk Rothenberger

Bedford, NS
902-835-6588
kirk@maritimecurbing.com
www.maritimecurbing.com
BUSINESS & PROF. SERVICES –
Landscape Architecture

**MASSAGE ADDICT –
DARTMOUTH**

Jacqueline Rafuse

131 Main Street
Dartmouth, NS
902-462-3338
jrafuse@massageaddict.ca
www.massageaddict.ca/dartmouth
HEALTH CARE – Massage Therapy

MEETECH ELECTRONICS & TECHNOLOGY SOLUTION LTD.

MEETECH focuses on bridging the innovation between China and Canada. We provide supply chain wearable and robotics solutions, smart office products and IoT products. We also offer consultancy for China market access of technology related products.

William Mo

Halifax, NS
782-414-0627
william.mo@meetech.co
www.meetech.co
BUSINESS & PROF. SERVICES –
Import/Export/Trading

MORE HAIR FOR YOU

Tammie Holt

2459 Agricola Street
Halifax, NS
902-476-8413
newyou@morehairforyou.ca
www.morehairforyou.ca
PERSONAL CARE & SERVICES –
Hair Services

NOVA SCOTIA BOATBUILDERS ASSOCIATION (NSBA)

The NSBA is Eastern Canada's only industry association for boatbuilders, those who repair and service boats and related suppliers. We are a not-for-profit organization that both represents and supports our members. We help connect employers with jobseekers, manufacturers with markets, learners with training opportunities, companies with technical advice and more.

Jan Fullerton

27 Parker Street
Dartmouth, NS
902-423-2378
exec@nsboats.com
www.nsboats.com
NOT-FOR-PROFIT GROUPS –
Associations/Agencies

OCEAN OPTOMETRY INC.

Ocean Optometry is dedicated to excellence in eyecare and eyewear. Opening in 2013, Optometrists Dr. Euan McGinty and Dr. John Wilson believe in being independent and setting their own course. Their passion for sourcing the world's leading independent eyewear and personal attention in their eye exams ensures a unique experience.

5240 Blowers Street
Halifax, NS
902-446-4470
dr.euan@oceanoptometry.ca
www.oceanoptometry.ca
HEALTH CARE – Dental

PAL SOLUTIONS FOR BUSINESS

Achieving a great business system requires a great business system design. Our team partners closely with our clients to identify all core requirements while ensuring a coherent and cost-effective system. PAL Solutions for Business has expertise across the entire SYSPRO product.

Calvin Pollard

Suite 406, 7020 Mumford Road
Halifax, NS
902-700-7461
calvin.pollard@palsolutions.ca
www.palsolutions.ca
COMPUTERS, IT & TECHNOLOGY –
Computer Software

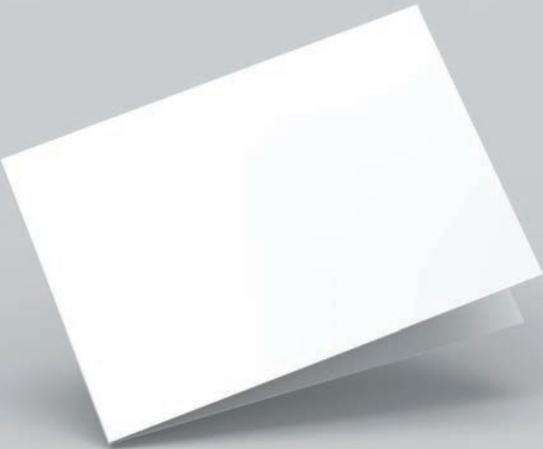
PFR SOLUTIONS

Pat is a certified leadership and career transition coach. She has over 25 years of experience working with clients across multiple industries including HR, service, travel, manufacturing and more. Her coaching services focus on partnering with clients to help them identify how to concretely enhance, optimize and leverage their strengths, as well as to work on their development opportunities for results, advancement, growth and happiness in all areas of their life.

Patrizia Rothenberger

Bedford NS
902-719-8004
pfr_solutions@outlook.com
BUSINESS & PROF. SERVICES –
Consulting (General)

We Print Art Cards



Bring Us Your Canvas

Print Local
902-423-6440

etc.
PRESS
etcpress.com

PAPLINSKIE CONTRACTING INC.

Whether you need commercial curb and sidewalk or a stamped residential concrete walkway or driveway, Paplinskie Contracting Inc. has over 10 years experience in quality work. We also offer full snow plowing and winter maintenance services.

Karen Paplinskie

Stillwater Lake, NS
902-430-8678
Office@paplinskiecontractinginc.com
www.paplinskiecontractinginc.com
REAL ESTATE/CONSTRUCTION – Contractor/Construction

PEERPLAYS BLOCKCHAIN ASSOCIATION

Eoin Whelan

47 Lockheed Crescent
Debert, NS
902-442-6626
e.whelan@pbsa.info
www.pbsa.info
COMPUTERS, IT & TECHNOLOGY – Technology Management

POINT NORTH BUSINESS SOLUTIONS INC.

If you require the occasional support of a senior financial person within your organization, on a part-time or short-term basis, consider Point North Business SOLUTIONS Inc. Our Chartered Professional Accountants will provide the consultation and services you require on a schedule and budget that is appropriate for your business. Whether you need a CFO for hire, an accounting systems overhaul or need to improve cash flow reporting and controls, we can help!

Peter Arsenault

Halifax, NS
902-225-9685
peter@nsbusiness.solutions
www.nsbusiness.solutions
FINANCE & INSURANCE – Accounting

RELISH MEDIA

We are a full service digital marketing agency that works side-by-side with your business to come up with the best possible plan of action for your online marketing campaigns. We join forces with our clients to assemble positive, trusting and creative relationships to get the best results!

Kelly Lohnes

Halifax, NS
902-210-2093
info@relishmedia.ca
www.relishmedia.ca
ADVERTISING, PR & MEDIA – Advertising

TORSHEE

At Torshee, we try our best to source local produce and preserve it using traditional fermenting techniques without the addition of sugar, too much salt or vinegar. The product is fermented vegetables with probiotics and herbal remedies providing tremendous health benefits that are also delicious and eternally fresh.

Zhila Russell

Bedford, NS
902-449-2551
info@torshee.ca
www.torshee.ca
HEALTH CARE – Health and Wellness

SALTSCAPES HALIFAX EXPO

Saltscapes / Saltscapes Halifax Expo: April 24-26, 2020. Saltscapes events bring the magazine to life and deliver a unique East Coast experience with interactive demonstrations, samplings and much more. A huge consumer show (500+ exhibitors) which embraces a standard that eclipse all other shows in Atlantic Canada. We offer the best of Atlantic Canada in one place for one spectacular weekend.

Linda Gourlay

2882 Gottingen Street
Halifax, NS
902-464-7258
lgourlay@saltscapes.com
www.saltscapes.com
BUSINESS & PROF. SERVICES – Publishing

SAVE ON FUEL HFX

Furnace oil — delivered when you want it, for less! Home of the big yellow trucks that save you big bucks. Why Pay More?

Trina LeRue

1914 Lawrencetown Road
Lawrencetown, NS
902-434-2400
saveonfuelhfx@hotmail.com
www.saveonfuelhfx.com
ENERGY & ENVIRONMENT – Oil & Gas

SECUNDA CANADA LP

Secunda Canada manages a harsh-weather fleet of offshore support vessels servicing major oil and gas companies on Canada's East Coast. Secunda was founded in Nova Scotia and has a fleet of six vessels utilizing highly experienced seafarers, a maritime work ethic and a philosophy of providing superior service to our customers.

Christopher Pitts

33 Alderney Drive, Suite 800
Dartmouth, NS
902-482-4730
chris.pitts@secunda.ca
www.secunda.ca
TRANSPORTATION – Marine Sales/Supplies/Service

SKILLSPLUS TRAINING ACADEMY INC.

Dave Maguire

Dartmouth, NS
902-430-6591
dave@skillsplus.ca
www.skillsplus.ca
EDUCATION & PROF. DEVELOPMENT – Education/Schools

SUMMA FINANCIAL SERVICES INC.

We combine the best professional chartered accountants in the business with cutting edge cloud technology to deliver outstanding results for your business. From accurate recording of daily finances to payroll, budgeting and timely government reporting, Summa can take on the heavy lifting and restore your peace of mind. We can help you set up an accounting system and we can work with you to create a strategic plan for turning around and growing your business.

Richard Landzaat

200-63 Tacoma Drive
Dartmouth, NS
902-453-4677
rlandzaat@summafinancial.ca
www.summafinancial.ca
FINANCE & INSURANCE – Accounting

THE HARBOUR WATERCRAFT & ADVENTURE RENTALS

Ossama Nasrallah

1597 Lower Water Street
Halifax, NS
902-809-0359
ossama.nasrallah@gmail.com
www.theharbourwatercraft.com
TRAVEL & TOURISM – Tourism

THE MERCANTILE SOCIAL

In the heart of Halifax's vibrant downtown, The Mercantile Social is located at 1579 Hollis in The Maple. Fresh seafood, signature recipes and a lively, elegant vibe are inspired by the age of seafaring, trade and adventure that brought tastes and influences from around the globe to our shores. Perfect for cocktails with friends or an intimate dinner for two. More than a dining experience — it's social!

Ryan Brimicombe

1579 Hollis Street
Halifax, NS
902-425-8682
ryan@themerchantilesocial.ca
www.themerchantilesocial.ca
RESTAURANTS, FOOD & BEVERAGE – Restaurant

THREESIXFIVE MEDIA INC.

threesixfive Media Inc. is a full-service video production company that pairs dynamic and professional video content with unique distribution strategies. A focus on quality, digital strategy and relationships has led to a client list that includes organizations like Puma, Ford, Red Bull, Nova Scotia Power, Saint Mary's University and Office Interiors.

Dave Culligan

5121 Sackville Street, Unit 503
Halifax, NS
902-483-3532
dave@threesixfive.ca
www.threesixfive.ca
ARTS, CULTURE & ENTERTAINMENT – Video/Multimedia

TRUE HEALTH

Kim Drisdelle

Dartmouth NS
902-292-8119
isagenixdrisdelle@gmail.com
www.kimdrisdelle.isagenix.com/en-CA
HEALTH CARE – Health and Wellness

TRAVEL GAL – SUZANA CABRITA

I was born while travelling on my parents' extended honeymoon, so it should come as no surprise to have developed such a passion for travelling. I will use that passion to create your travel dreams with all of my experience. I specialize in escorted travel, food and wine experiences, adventure travel, group travel, southern destinations and destination weddings.

Suzana Cabrita

Hubley, NS
902-817-7897
scabrita@tpi.ca
www.in process
TRAVEL & TOURISM – Travel Services

White Point's Year of the Lobster 2019

GREAT DAY MEETING PACKAGE WITH LOBSTER DINNER! from **\$150** PPDO

Dress code: Lobster bib casual.

Prepare for sou'wester hair! Autumn is spectacular at White Point, and we recommend packing golf shoes, bathing suits, a fleece (for s'more making at the evening bonfire) and something you don't mind getting a bit 'buttery' when the lobster crackers go to work! Yep, we've added a true, South Shore add-on to our Great Day Meetings. *Lobster!* Call Anne to book a unique 'beachside brainstormer' that will ease everyone back to work – a fun, maritime experience, complete with sing-along sea shanties and sou'westers! It's our Year of the Lobster, and we've got a lobster bib with your name on it. anne@whitepoint.com

Chf image: New Brooklyn Media for Taste of Nova Scotia

WHITE POINT
EST. 1928

CALL ANNE: 902.423.8887 WHITEPOINT.COM

VITAL ELECTRIC

Dan Short

Hammonds Plains, NS
 902-877-5659
 dan@vitalelectricinc.ca
 www.vitalelectricinc.ca
INDUSTRIAL & MANUFACTURING –
 Electrical/Mechanical

**VITAL SIGNS
 NURSE CONSULTING**

Health and safety assessments such as fall and skin integrity risks, medication issues and cognitive functioning to seniors at home. Providing real-time health status and peace of mind to adult children.

Tiana McCallum

Halifax, NS
 902-221-0243
 Rn@vitalsignsnurse.ca
 www.Vitalsignsnurse.ca
HEALTH CARE – Home Care

WAYNE PITTMAN CONSULTING

We provide businesses with customized solutions for many of their productivity challenges via the GET TIME program. The personal masteries of goals, energy and thought are tools to build engagement, retain focus and manage stress. The workflow masteries of to-do lists, interruptions, meetings and emails provide techniques to minimize wasted time.

Wayne Pittman

Lower Sackville, NS
 902-440-0162
 waynepittman@gmail.com
 www.waynepittman.com
EDUCATION & PROF.
DEVELOPMENT – Training Programs

**WHITE LEBLANC WEALTH
 PLANNERS/ HOLLISWEALTH**

Colin White

239 Brownlow Avenue
 Dartmouth, NS
 902-477-4471
 colin@wlwp.ca
 www.wlwp.ca
FINANCE & INSURANCE –
 Financial Planner

WILD LUPIN MEDIA / NSLIVE.TV

After 23 years in the production industry WLM has become an industry leader in the film, TV and event production and live-streaming arena. We also see the need for free and more accessible community TV production in Nova Scotia so we created NSLive.tv. Integrate this online channel into your event for professional media and unparalleled promotion.

Brian Cottam

Glen Margaret, NS
 902-678-7601
 brian@wildlupin.ca
 www.wildlupin.ca
ARTS, CULTURE & ENTERTAINMENT –
 Video/Multimedia

WISE GROUP NON-PROFIT

We are a non-profit helping support the community of the HRM. Our projects range from providing winter clothes for the homeless to assisting pet owners in need to afford pet medical procedures. We strive to help support the community and make sure no one is left behind disadvantaged due to their means.

Adam Wiseman

2705 Robie Street
 Halifax, NS
 902-800-9996
 wisegroupp@gmail.com
 www.wisegroupcanada.ca
NOT-FOR-PROFIT GROUPS –
 Associations/Agencies

YELLOW PAGES GROUP

Navigate the digital marketing landscape with the guidance of a trained professional. Create continuity across platforms, engage your audience with consistent messaging and generate leads to propel your business. Ask us how.

Cherie Dufour-Sooley /

Jen Demmings

Dartmouth, NS
 902-222-9552 /
 902-471-6337
 Cherie.Dufoursooley@yp.ca /
 Jennifer.demmings@yp.ca
ADVERTISING, PR & MEDIA –
 Internet Marketing

Now Atlantic

Gen Z is hitting the workforce!

They value security, teamwork and creativity. Learn more about what makes them tick.

To find out, visit thechronicleherald.ca/now-atlantic | **The Chronicle Herald**

MEMBERS IN THE NEWS

How our members are growing Halifax



ALICE McCARRON BUYS SENIOR CARE COMPANY

We're thrilled to announce that Alice McCarron has acquired **Home Instead Senior Care**, which operates in HRM and the Chester area. Before Home Instead, McCarron was Vice President of Public Relations with Colour. As practice lead she provided public relations and business strategy advice to Colour's key clients with a particular focus on the health care and energy sectors. With over 140 employees, Home Instead Senior Care is one of the largest local providers of in-home care services, providing highly personalized support to seniors and their families.



MENTAL HEALTH FOUNDATION OF NS STRENGTHENS TEAM

The Mental Health Foundation of Nova Scotia is delighted to introduce Sherri Topple as Executive Assistant and Grants Lead. Topple comes to the foundation with extensive experience in strategic executive administration, corporate growth and communications in the IT, oil and gas, real estate and engineering sectors. She is a passionate mental health

advocate and first found her voice as part of the Women for Mental Health Choir in A Different Stage of Mind 2015. Topple is proud to be strengthening the foundation's relationships with the incredible organizations who provide programs and services across Nova Scotia while providing hope and eradicating stigma surrounding mental illness and addiction.

ONE-STOP SHOP COMMERCIAL PRINTING

At Bounty Print, we offer a wide range of services from offset and digital printing to large format and direct mail capabilities — helping you choose which method of printing is best for your needs.

Our industry-leading team has the knowledge and experience to deliver value and impact for your next print project.

BOUNTYPRINT
YOUR FULL-SERVICE COMMERCIAL PRINTER

902.453.0300 | bountyprint.com





SOCIAL MEDIA DAY A SUCCESS!

Social Media Day Halifax 2019, a collaboration of **Twirp Communications Inc.** and Daley Progress Inc., was a resounding success. The one-day social media conference for the Halifax small business community featured content from 16 local marketing experts, including Dartmouth born Rodney Habib, known worldwide for his pet health activism. “We were proud to welcome 270 small businesses this year for SMDH19 and focus on what’s working in social media for local businesses,” says Founder and Chair, Anita Kirkbride. Regretting not attending? Photos are available at www.socialmediadayhalifax.com and while you’re there, sign up for updates on upcoming events.

STAIR HEROES

This November the **Lung Association of Nova Scotia** will be offering a brand new event for people looking to do something fun with their families while supporting lung health in Nova Scotia. Stair Heroes is a new stair climb event, in partnership with the Halifax Regional Fire and Emergency. Join us as we climb the stairs of one of the highest buildings in Halifax! Open to all abilities, the stair climb will feature a day of fun activities — bouncy castles, super heroes, music, food and an epic battle for the best time among the top firefighters! For more information visit www.ns.lung.ca



NEW VISITOR EXPERIENCES & NEW HANDCRAFTED SPIRITS LAUNCHED AT HALIFAX CITADEL

Visitors to the Halifax Citadel National Historic Site will now be able to experience the past and taste the present. The Halifax Citadel Society in partnership with **Compass Distillers** are proud to offer The Citadel Distilled Experiences. These informative and interactive experiences will allow guests to see what life was like for British soldiers in the 19th

century and explore fine, locally-made spirits. Compass Distillers has created three brand new spirits specifically for the Citadel Distilled Experiences. Daily Ration Rum, Noon Gun Gin and Fort George Genever are all aged on-site at the Halifax Citadel. Visitors will get to sample each specially handcrafted spirit during the experience.



WELCOME BACK, AMERICAN AIRLINES

American Airlines and its passengers celebrated at Halifax Stanfield as service to Philadelphia, a popular U.S. destination and strategic hub to points beyond, was reintroduced. The non-stop service between Philadelphia and Halifax allows American travellers to easily visit the Maritimes, while offering Maritimers an opportunity to access all that Philadelphia and its connecting cities have to offer.

“We’re happy to have American Airlines back in Halifax serving our region once again,” said Joyce Carter, President and CEO of **Halifax International Airport Authority** (HIAA). “Having destinations like Philadelphia and New York LaGuardia provides more options for travellers with the added benefit of boosting inbound trade and tourism to our own region,” she said.

BATHERSON NAMED EDUNOVA’S INTERIM PRESIDENT AND CEO

Business and community leader Rob Batherson will become the interim President and Chief Executive Officer of **EduNova Co-operative Ltd.** He is taking over from Wendy Luther who was announced earlier this month as the new President and Chief Executive Officer of the Halifax Partnership. “It’s a tremendous honour to be asked to lead EduNova at the beginning of its new 2019-2023 strategic plan, focused on a clear vision of a Nova Scotia where students of all walks of life and backgrounds can study, stay and thrive,” said Batherson. “EduNova has a great team with committed members and partners and I look forward to working with them to advance social and economic growth in our province through international education.”

2019 ‘100 ENTREPRENEURS PLANTING SEEDS’ YOUTH PITCH COMPETITION WINNER ANNOUNCED

Three finalists pitched their business to a room of business owners, senior leaders, youth/entrepreneur support organizations and youth spectators at Saint Mary’s University at the 2019 **100 Entrepreneurs Planting Seeds** event on June 11. All three finalists presented a compelling business case and ultimately one winner brought home \$20,000 in cash and in kind services to move his business forward. Congratulations Thian Carman from Meadow’s Brothers’ Farm. The 19-year-old winner is a farmer from Digby, N.S. Carman manages over 202 acres of land on a four-season farm. Thian is going to use the money to purchase a hay baler that will help double his production.



ROGER SINCLAIR APPOINTED NEW CHAIR OF THE CALU BOARD

SBW Wealth Management & Employee Benefits is pleased to announce Roger Sinclair’s appointment to Chair of the Conference for Advanced Life Underwriting (CALU) for 2019-2020. Sinclair, a Founder and Partner at SBW, has spent 37 years providing practical financial advice to clients throughout Atlantic Canada. Roger is the first Nova Scotian to chair CALU. During his term he will focus on promoting civic and political involvement as a core value of the CALU membership.

THREE AWARD WINNERS RECOGNIZED AT DIGITAL NOVA SCOTIA’S 4TH DIGITAL DIVERSITY AWARDS

Hosted on June 3 in partnership with the Centre for Women in Business at Volta, the **Digital Nova Scotia** Digital Diversity Awards highlight, recognize and profile female leaders and diversity champions in Nova Scotia’s ICT and digital tech community. By providing a stage to recognize and acknowledge change makers, these awards aim to inspire the current and future workforce. A selection committee comprised of industry members reviewed and assessed nominations and Digital Diversity Awards were presented to winners in the following categories:

- Power IT Up: Next Generation Leadership Winner:** Eilidh Lindsay-Sinclair, Director, Operations, CloudKettle
- Women Leaders in the Digital Economy Winner:** Kim Scarvelli, Owner, Trust Communications Inc.
- Diversity Champion of the Year Winner:** Dalhousie University’s Faculty of Computer Science



FIN OUTDOOR SUCCESS

FIN Outdoor kicked off the Summer of Sing-Alongs in the Halifax Public Gardens with *Grease* on July 5. Nearly 1,000 film lovers came out for an electric movie musical night! It was no surprise to spot pink ladies and T-birds, as many film-goers dressed up for the FIN Outdoor Costume Contest — the lucky winner took home the Big Binge full festival pass to FIN Atlantic International Film Festival. Popcorn was available throughout the night as the crowd sang, cheered and clapped their way through the movie. FIN could not have asked for a better evening to begin the Summer of Sing-Alongs!

RHAD TO DESIGN CO-HOUSING COMMUNITY

Local firm and chamber member, **RHAD Architects** have been announced as the local architecture firm to work on a co-housing project in Bridgewater — the first of its kind in Atlantic Canada. The project would create a unique neighbourhood with added amenities that would be shared by the community. It would be made up of 25-30 units of medium density form including townhouses, duplexes and triplexes with a variety of units ranging in size from one to three bedrooms. The project aims to be Atlantic Canada's most socially and environmentally sustainable neighbourhood.



DRESS FOR SUCCESS' RECORD-BREAKING RESULTS

Dress for Success Halifax launched the first ever in-house training sessions to Team TSB participants of the Scotiabank Charity Challenge. The weekly training sessions involved walking, running, yoga, strength training, healthy eating classes and camaraderie to form a supportive team environment. "It's extremely important to provide ongoing support in all that we do with our clients internally, as well as with volunteers who continue to support us from the community such as yoga instructor, Victoria Brittney, leading these classes," says Board Chair, Julie Wisen. "James Todd helped us break our record this year for Blue Nose fundraising!"

AIR CANADA VOTED BEST AIRLINE IN NORTH AMERICA

We are incredibly honoured to announce that **Air Canada** has been voted Best Airline in North America at the 2019 Skytrax World Airline Awards for the eighth time in 10 years. The airline was also the recipient of awards for World's Best Business Class Lounge Dining, Best Business Class in North America, Best Airline Staff in Canada and Best Airline Cabin Cleanliness in North America. On behalf of all 33,000 of us at Air Canada, we humbly thank you. These awards are a heartening confirmation of the dedication and commitment from all our employees to provide you — our loyal customers — with the best possible travel experience.

SEGWAY NOVA SCOTIA INTRODUCES E-SCOOTER RENTALS

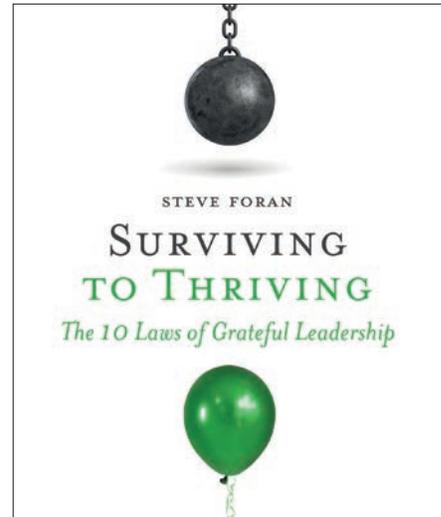
Segway Nova Scotia introduced an electric scooter sharing/rental operation to Halifax in July, operating as HFX e-Scooters. Their rental operation will be a sharing model with a priority on safety that will have designated geo-fenced pick-up and drop-off locations around the city. If you are interested in partnering with Segway Nova Scotia on this initiative, would like your business to be a designated pick-up/drop-off location or would just like more information on this new program, contact Max Rastelli, Owner of Segway Nova Scotia.



WELCOME TO THE TEAM, BRIANNA!

Digital Nova Scotia welcomes Brianna MacAulay to the team! MacAulay is a bright individual with extensive experience and passion for building relationships. Ready to jump right in, she is organized, goal oriented and adaptable with a Bachelor of Public Relations.

With experience in stakeholder engagement, communications, marketing, event planning and fund development, she is excited to delve into the tech industry and work with DNS members and help share their stories.



HALIFAX BOOK RECOMMENDED BY UC BERKELEY

Steve Foran's 2019 book, *Surviving to Thriving: The 10 Laws of Grateful Leadership* was one of eight books named to the summer reading list by the Greater Good Science Center at the University of California, Berkeley. Foran, of **Gratitude at Work**, was over the moon by the recognition. "With engaging stories, he outlines what gratitude is and what it isn't," according to the centre, who describe his work online going on to say, "He describes the research that supports shifting our mindset in a more positive direction — where we recognize how grateful we are for what we have, rather than focusing only on what's missing or imperfect. By doing so, he writes, we can feel happier, build social connections, become more resilient to stressors and improve our adaptability and innovation."

COURAGEOUS CONVERSATIONS

Today we are all struggling with keeping up with existing and new terminology as well as expectations in the workplace. **Shumba Consulting** has been breaking the ice and raising awareness for the need and benefits of more diversity and inclusion education in the workplace through its lunch-and-learn series "starting a courageous conversation," and is pleased to announce that it will continue this series throughout HRM in the fall with an awareness tour across Nova Scotia in 2020. A big thank you to CEED and the Halifax Central Library who have partnered with us to bring this conversation to the community. For more information please contact Shumba Consulting at 902-489-3469 or info@shumbaconsulting.ca

HALIFAX CHAMBER PRESENTS:

2019 FALL EVENTS LINE-UP



Lawrence Schembri, BoC
Thursday, September 5



Growing a Vibrant Halifax
Thursday, September 26



Kitchen Door After Hours
Tuesday, October 15



Perrin Beatty
Thursday, November 21

HALIFAXCHAMBER.COM



HALIFAX NATO WARSHIP VISIT & CUTLASS FURY 2019

This month, the **Royal Canadian Navy** (RCN) will host 17 Canadian and allied warships and over 2,000 international sailors in Halifax as part of the Halifax NATO Warship Visit! These ships and sailors will participate in CUTLASS FURY, Canada's premiere naval training event. Join us at the dockyard for a free open house and discover what life is like at sea, including tours of Canadian and allied ships. Watch as our sailors battle it out on the Halifax Wanderers FC pitch for the inaugural CUTLASS FURY Cup. Finally, come down to the Halifax waterfront and witness an awesome showcase of maritime and air power as these ships and aircraft depart Halifax to begin CUTLASS FURY. More details at @RCN_MARLANT.

BAY to MAIN

Buy Local. Shop Local. Support Local.

ADJUSTING YOUR SAILS

Bay to Main Consulting is proud to announce new Cashback World partners including Efendy Express in Scotia Square, Chanadian Media, Tangent Strategies, Strong and Free, BSI Cons, Ivanhoe Cambridge (Mic Mac Mall) and many more. Cashback World has been listening to local business owners and adjusted its sails to create more customizable options for engaging consumers through loyalty. In an industry reporting \$33 in new revenue for every dollar spent cultivating customer loyalty, there are optimal reasons to consider offering your own customer rewards or re-evaluating your current program to see if your results align with this metric. Reward consumers and they will support local businesses more often!



TART AND SOUL CAFÉ TURNS 2

On Friday, June 21 customers and staff celebrated **Tart and Soul Café's** second birthday with free cake, fun treats (including ice cream sundaes) and all around fun. 50 per cent of our sales were donated to Adsum House for Women and Children. Thanks for your continued support and faith in us. We could not do it without your help!

LIVE ART DANCE WELCOMES NEW GM

Live Art Dance is excited to have Megan Blanchard join our team as General Manager. For over 35 years Live Art Dance Productions has been an internationally known and respected arts organization that provides its growing, highly engaged and diverse audience with the most innovative dance of our time. As new GM, Blanchard's first major assignment will be to ensure that Halifax's arts scene's "best kept secret" gets out to a broader audience and more people will flock to see our world class productions. Blanchard is a marketing and communications professional with over 20 years' experience in brand and marketing management, account management, art direction and graphic design.

WORKING TOGETHER FOR WELLNESS

The Osberg Health and Wellness Group is highlighting Demetreous Lane Community Centre and the Barefoot Farmers partnering to create food security for Nova Scotians in need. To feed community spirit along with hungry bellies this year, Demetreous Lane offered to support the Barefoot Farmers by donating one third of their community garden. The Barefoot Farmers boost individual family food security and our local economy by helping rural families in HRM grow food and fundraise to buy families' surplus. Growing connection and community, Barefoot Farmers donate this beautiful organic food to partnering shelters and food banks. Way to go everyone!

CANADIAN RED CROSS ANNOUNCES 2019 HUMANITARIAN AWARDS FOR NOVA SCOTIA

The Canadian Red Cross has announced that business leader and philanthropist **Jim Spatz** of Halifax will receive its 2019 Humanitarian Award for Nova Scotia in recognition of his work supporting community and humanitarian causes. "Jim Spatz is an admired leader, esteemed mentor and driving force in the community," said Chris Baert-Wilson, Provincial Director for Nova Scotia with the Canadian Red Cross. "We're so pleased to add our recognition to his many charitable contributions and tireless volunteer efforts over the years." The awards will be presented at the Power of Humanity Awards Dinner, a fundraising event the evening of Thursday, Nov. 28 at the Cunard Centre in Halifax with proceeds supporting Canadian Red Cross services throughout Nova Scotia.

Small businesses, BIG BENEFITS

Halifax's small businesses provide local character, unique experiences and economic support

BY HEATHER LAURA CLARKE
PHOTOS BY DISCOVER HALIFAX

Small business owners are the hard-working people who celebrate every sale, create jobs here at home and sponsor our children's sports teams — all while putting their profits back into the community as they show the same support for other small businesses.

Small Business Week runs Oct. 20-26 this year and businesses across the province will be taking part in special events. Patrick Sullivan, President and CEO of the Halifax Chamber of Commerce, says more than 83 per cent of their 1,700 members are small businesses with 25 or fewer employees.

"Small Business Week is a celebration of the contributions that small businesses make to our economy," says Sullivan. "Small businesses power up so many of the neighbourhoods in the greater Halifax area and really help to build our economy in micro-locations, too."

Sullivan points to the thriving community of small businesses in downtown Dartmouth, like New Scotland Brewing, Portland Street Creperie, The Canteen on Portland and Lake City Cider. He spent a recent sunny Saturday wandering around downtown Dartmouth. He says he shopped — and found unique items

he'd never seen anywhere else, had a great meal and enjoyed a crisp local cider.

"There's an awful lot happening there that wasn't happening four or five years ago," says Sullivan. "That revitalization and excitement encourages more people to live in the area and it's good for everyone."

Tim Rissesco, Executive Director of the Downtown Dartmouth Business Commission, says much of the growth and excitement in downtown Dartmouth is coming straight from its small business owners.

"They're really making downtown

“These folks work extremely hard and are passionate about what they do. It’s not easy to be a small business owner. I have so much respect for them.”

— Tim Rissesco, Executive Director,
Downtown Dartmouth Business Commission

Dartmouth a destination that you won’t find anywhere else in the world,” says Rissesco. “You can go to a chain restaurant that feels the same in Halifax as it does in Ontario or Florida, but in downtown Dartmouth you can find a local chef that’s creating amazing dishes you can’t get anywhere else.”

Rissesco says downtown Dartmouth’s shops are gold mines of funky giftware, vintage treasures and one-of-a-kind items that keep shoppers popping in regularly to see what’s new.

“The focus here is on unique products of high value and locally-sourced

materials,” says Rissesco. “You know the products they’re producing are well worth supporting.”

In fact, Rissesco says houses in downtown Dartmouth never stay on the market long because it’s become such a hip place to be — and many of the area’s small business owners are young people.

“These folks work extremely hard and are passionate about what they do,” says Rissesco. “It’s not easy to be a small business owner. I have so much respect for them.”

Patty Cuttell Busby is the Executive Director of the North End Business

Association, which represents about 350 small businesses. Members include Good Robot Brewing, Timber Lounge, Lost & Found, Nurtured, Vandal Doughnuts, Petite Urban Pooch and The Foggy Goggle.

She says small businesses are essential in creating liveable, walkable neighbourhoods full of charm and personality.

“Small businesses provide us with the unique character that makes a city an interesting place,” says Busby. “No one wants to see the same old thing everywhere — you want a unique experience.”

Busby says she’s noticing a lot



“The people who run small businesses live here, have children in our schools, volunteer in our community and support local events.”

— Patty Cuttell Busby, Executive Director, North End Business Association

more young people opening up small businesses in the area, which is really exciting.

“Here in the North End, our big focus is on food, experience and supporting local,” says Busby, adding that millennials are particularly good at creating these experiential businesses — spaces where all five senses are explored — and have a refreshing spirit of entrepreneurship.

“Small business owners care deeply about their communities,” says Busby. “Opening a small business can be risky. It’s not easy and it requires a lot of passion and effort.”

Sullivan agrees that the face of small business is changing in Halifax.

“We’re seeing a lot more entrepreneurship among younger people and we’re seeing greater diversity amongst

the small businesses starting up — which is a wonderful thing and very reflective of our population,” says Sullivan. “More and more new immigrants are starting businesses and we’re seeing so much growth and enthusiasm.”

Sullivan says people in generations past — like his father — were likely to stick with a single company for their entire career, but his own generation tended to hop around a little more and move between numerous jobs. Sullivan’s children are now in their 30s and he says their generation is even more open to changing jobs and starting their businesses.

“There’s an increasing awareness of entrepreneurship as a way to build your career and maybe step away from larger organizations,” says Sullivan. “Now, more than 90 per cent of Canadian businesses

are classified as small businesses, making them the engine of the economy.”

Business Minister Geoff MacLellan has daily interactions with businesses of all sizes and says the province’s business community has gone through an incredible transformation over the last several decades.

“When I think back to my university days, the mindset was to get an education in the field you’re interested in, get a stable job with benefits and a pension, climb the ranks throughout your career and retire at the age of 65,” says MacLellan. “That was the way of the economic world for many years, but now in Nova Scotia — and in many parts of the world — things are different. People are looking to develop and finance their own ideas and to hire people instead of being hired.”

MacLellan says the province's small business owners stabilize our economy, learning from their successes and failures as they forge new paths. He says entrepreneurship is why many international students are choosing to stay and why many young people who would normally have left Nova Scotia are choosing to make a life here in their home province.

"We now have post-secondary programs and government programs that show young people how entrepreneurship is a viable option that puts food on the table," says MacLellan. "It's been a remarkable journey and it's really been incredible to be a part of it."

While red-tape reduction policies are helpful to small business owners, MacLellan says, surprisingly, they're not the most important way the government can show up for them.

"What I hear the most from small business owners is that, from a government perspective, they don't want any surprises," says MacLellan. "When it comes to taxes and fees, they want to know what the rules are and follow them. They want a consistent environment without anything being sprung on them."

Online shopping may continue to take away business from local shops and MacLellan says the laws of supply and demand are always going to hold true, as consumers flock to big-box stores for the lowest prices. But he believes it's important to support the small business owners who are offering something more valuable than discounts.

"Many small business owners are taking big risks — even sacrificing their own personal finances — and putting their blood, sweat and tears into their business," says MacLellan. "Take a look around at the small businesses in your area and support them, because they're supporting us."

Sullivan says he can walk to quite a few restaurants and stores from his home and all of them are small businesses. He hopes to see them busier than ever during Small Business Week.

"We all need to be more aware of the local businesses in our area," says Sullivan. "Whenever you're buying local, eating in local restaurants and picking up local beer, cider or wine, you're contributing to the local economy — and that's what's going to make us stronger."

Rissesco agrees that small businesses are economic generators and the

engines of our communities and believes it's important to recognize the contributions they make — in our neighbourhoods and across the province.

"They employ our people and almost all of their money stays right here in the province," says Rissesco. "Small business owners are the people you'll see at hockey practices and dance recitals and the first ones to step up for fundraisers."

Busby says small business owners create more jobs and add more value to our communities than any other sector.

"By supporting your local small businesses, you're supporting your community," says Busby. "The people who run small businesses live here, have children in our schools, volunteer in our community and support local events."

She says Small Business Week is a great opportunity to shine a spotlight on the importance of small businesses. After all, she adds, the small businesses in north end Halifax support not just the local economy, but that of the province as a whole.

"When you buy from small, independent businesses, you're keeping your

dollars here in Nova Scotia," says Busby.

She says she feels strongly about supporting small businesses — not just during Small Business Week, but every week of the year — describing them as "the lifeblood of our communities."

"We need to keep supporting and encouraging our local small businesses because the benefit to our communities is huge," says Busby. "We also need to continue to support more diversity and inclusion in small business development and open up opportunities for everyone. That can only make us stronger."

Whether you're sticking to shops, services and restaurants in Halifax or venturing to towns and villages across Nova Scotia, MacLellan says you're sure to find small businesses worth celebrating. You won't just be making a transaction — you'll be using your dollars to show your support for local.

"Travel anywhere around the province and take a look at what remarkable things our small business owners are doing — all because they want a better Nova Scotia," says MacLellan. "We're really doing something special here." ■

#SHOPLOCALHFX

WAYS TO PARTICIPATE



Get your morning coffee at a locally owned cafe

HalifaxSmallBusinessWeek.com



Shop at your favourite boutiques



Go for a meal at a locally owned restaurant



Making room for young talent to shine

Graduate to Opportunity program opens doors for young people **By Joey Fitzpatrick**

Barrington Consulting is landing new business and expanding its horizons with the help of three recent university graduates.

“Being able to hire new grads has offered us a new outlook,” says Nadia Dajani, Associate Partner at Barrington Consulting. “They have given us the opportunity to expand our service offerings and clientele base.”

“They’re helping us grow in other ways, too. The senior consultants in our company are able to tap into new knowledge with these young employees, making us aware of emerging trends and technologies that are important to stay on top of.”

Barrington got to know these new employees while they were still in school by bringing them on for paid work terms. They showed what well-educated and highly-motivated young talent can do.

“Young people today are very entrepreneurial in nature and their initiative and drive is a tremendous benefit to

smaller companies like ours that make room for this talent to shine. We hire a new grad every year, but the Graduate to Opportunity program has given us the capacity to hire more than one.”

Graduate to Opportunity (GTO) is a provincial funding program that provides a two-year salary subsidy to small businesses, start-ups, social enterprises and non-profits who hire a recent grad within 12 months of their graduation.

Employers like Barrington Consulting can receive 25 per cent of their first year salary (35 per cent if the graduate identifies as Aboriginal, African Nova Scotian, a female in a non-traditional occupation, an international student, a visible minority or a person with a disability) and 12.5 per cent of the following years’ salary from the provincial government.

Jobs have to be new, permanent and full time to be eligible and the employee must both live and work in Nova Scotia.

“Graduate to Opportunity has already helped more than 550 employers

discover the great things that an energetic, well-educated grad can do for their business,” says Labi Kousoulis, Minister of the Department of Labour and Advanced Education. “These new grads are opening up new possibilities for their employers and strengthening Nova Scotia’s economy at the same time.”

Barrington Consulting is seeing this first hand.

“Retaining young talent that is grown here helps local businesses to be more innovative, because they are leveraging the knowledge of individuals who have been newly trained,” says Nadia. “GTO not only helps new graduates get jobs in their field, it benefits the organizations who hire. They are getting fresh insight from fresh eyes when they hire someone so young.”

All three of the new grads have applied their advanced knowledge and supported business analysis projects here at home and as far afield as Edmonton and Texas.



“The flexibility and wide variety of work is a great fit for grads like us who are eager to test all of our skills.”

— Charles MacGregor, Consultant, Barrington Consulting

“One of our new grads reached into their own network and made us a client connection in Newfoundland that promised us a project in another jurisdiction,” explains Nadia. “In this case the new grad had a direct impact on our revenue.”

That grad was Charles MacGregor, Consultant and Dalhousie Industrial Engineering grad.

“As recent grads at the company we have such dynamic roles,” he explains. “The flexibility and wide variety of work is a great fit for grads like us who are eager to test all of our skills.”

Being a consultant can mean a lot of different things, according to Lauren Murray, a Dalhousie MBA grad who joined Barrington Consulting in 2018.

“Young people like me choose to stay with companies that invest in our potential,” says Murray. “Recent grads are extremely loyal to employers if you set them up for growth and success.”

Murray focuses on strategy and operations planning, process re-engineering and analytics. “I enjoyed recently working on a project in Newfoundland,” she says. “It was nice to be able to validate my skills in a different place, plus the project was fun and fast-paced.”

Murray completed undergrad at St. Francis Xavier University—a BBA in leadership and management, before doing her MBA at Dalhousie. Part of

that program is a corporate residency, so she did her residency at Barrington Consulting and the company was able to keep her on with help from GTO.

The new hires are helping the company grow in other ways as well, Dajani points out.

“The senior consultants in our company are able to tap into new knowledge with these young employees, making us aware of emerging trends and technologies that are important to stay on top of.”

Halifax employers are changing their attitudes about hiring younger employees. The Halifax Partnership’s most recent Business Confidence Survey found that roughly four in 10 businesses had no reservations about hiring people with less experience or entry-level employees, an increase from three in 10 last year.

Another company benefiting from GTO is Proposify, a growing Halifax based tech-firm previously known as Pitch Perfect.

Lukas Shea, a 2018 Mount Saint Vincent University graduate, joined the team as a Customer Happiness Expert after graduation and is helping businesses around the world understand Proposify’s cloud-based software that streamlines the process of creating and closing proposals and other sales documents. He has been a part of the company’s fast growth — over the last

two years, Proposify increased from 20 to 70 staff.

“A big part of my role is debunking geek-speak,” Shea says. “I break down technical language so that our customers can make sense of things. But we make it fun. We crack jokes, we send GIFS. All it takes is a look around our office to see that we are very a young team.”

Melissa Gunn, Manager of Customer Support at Proposify challenges other employers to hire and see first-hand, the value in having well educated recent grads on your team.

“They are extremely, hardworking, dedicated and passionate,” says Gunn. “We run a very transparent business and that is something that millennials appreciate. As long as you support their best skills and the development of their potential you will get an amazing workforce and amazing results.”

Proposify has hired six recent grads with the help of GTO.

“The GTO program is an exceptional opportunity to hire talented people into the industry,” says Gunn. “It is a good source of talent. When we hired Lukas he hit the ground running with minimal training, talking to our customer base was so natural for him. It was what we needed when we had a smaller team at the time. He knew our brand voice better than we did.”

Originally from New Brunswick, Lukas is excited to make Nova Scotia home.

“I think Nova Scotia is an untapped resource for young people to pursue a career in,” says Shea. “There are a ton of jobs, there may be a lot of competition — but there are more opportunities than you might realize. I see career growth in my future here at Proposify. There is potential for me.”

GTO is in its fourth year and already more than 900 recent grads have been hired through the program. Graduates can be from any post-secondary institution inside or outside of Nova Scotia, as long as they have graduated in the previous 12 months. The program is a win-win for both the employer and the recent grads, as well as the province’s economy as a whole. Complete applications are typically approved within five business days.

Small businesses interested in learning more about the available funding to hire talented grads can learn more about the GTO program at www.novascotia.ca/GTO. ■



Stoo Metz

Mamma Mia! — Directed by Jeremy Webb, choreography by Ray Hogg, musical direction by Paul De Gurse, set design by Geoffrey Dinwiddie, costume design by Bonnie Deakin, lighting design by Leigh Ann Vardy, associate lighting design by Vicky Williams, sound design by Emily Porter. Actors: Karen Burthwright, Julie Martell and Alison J. Palmer.

The show will go on

Neptune Theatre the cultural heart of the city **By Joey Fitzpatrick**

When Jeremy Webb took over as the artistic director of Neptune Theatre on Jan. 1, 2018 he had a vision and a long to-do list. High on that list was accessibility. Since then, the theatre has introduced a number of initiatives including American Sign Language (ASL) interpreted performances for the hearing impaired community and relaxed performances for those who have sensory sensitivities.

“Live theatre can be difficult for people with sensitivity issues or who are on the autism spectrum,” Webb says. “Relaxed theatre has a number of components: house lights are kept up, sound effects are played at a lower volume, strobe lighting is eliminated, violent scenes are broken down and explained to the audience beforehand. We relax our usual house rules to be more accommodating.”

“Some plays lend themselves to this

more than others” Webb says. “It’s a balancing act — we still want to give the audience a theatrical experience.”

“The idea is to allow every member of the family to come in and see productions together,” adds Leslie MacDonald, Director of Development and Partnerships with Neptune Theatre.

With approximately 22 permanent administration staff, another 66 people are hired seasonally to work behind the scenes, plus actors and designers hired on a show-by-show basis, the theatre generates significant employment revenue.

“It creates hundreds of jobs over the course of a year,” says Webb. “Many of these people are hired from the local theatre community.”

Mounting a theatrical production and making it more inclusive is a massive undertaking and could not happen without partnerships with the local business community.

“Our corporate partners are absolutely vital,” says MacDonald. “There are so many ways companies of every size can partner with us and take advantage of what we have to offer.”

With 90,000 people coming through the doors each year, Neptune offers exceptional brand awareness to local businesses. A wide range of partnerships are available, including show sponsorships, naming rights and ticket packages. Show sponsorship comes with a block of tickets, numerous advertising opportunities and the ability to host a reception at one of the theatre’s lounges. Partner companies also have the satisfaction of supporting arts and culture, while having a real impact on the community.

“There is a lot of value in partnering with Neptune,” MacDonald points out. “No matter the size of the company or what it has to offer, we can come up with something that will work for both parties.”

The business community also supports Neptune by bringing their teams to the theatre for special events like holiday parties and client entertainment.

Marking its 57th season, Neptune Theatre is the longest running and largest professional theatre company in Nova Scotia. It occupies the second largest piece of real estate in the downtown core and plays a pivotal role in the city's economy.

"We've done impact studies that show for every dollar spent at Neptune, another is spent downtown," MacDonald points out.

A vibrant arts and culture scene also plays a key role in economic development. When a company is considering locating in Halifax, it wants to know the cultural and entertainment options available to its employees.

Neptune's fall season kicks off on Sept. 10 with *The Last Wife*, a modern re-telling of the compelling relationship between Catherine Parr and King Henry VIII. A lottery will be held while the show is running and someone will win the beautiful Swarovski jewelry that will be part of the set. Lottery tickets will be \$5 each or five for \$20.

To support the next generation of emerging theatre artists, Neptune has created The RBC Chrysalis Project, a mentorship training program that allows participants to work with Neptune's professional directors, choreographers, musical directors, set, lighting and sound designers. Each season up to 11 protégés come in and work on two shows each, getting on-the-job training.

"It's basically succession planning," Webb explains. "We're training the next



KAMP — Book by Jamie Bradley, music and lyrics by Garry Williams, directed by Sam Rosenthal, choreography by Véronique MacKenzie, set design by Sean Mulcahy, costume design by Helena Marriott, lighting design by Leigh Ann Vardy, sound design by Michael Doherty, fight direction by Matt Richardson and intimacy direction by Siobhan Richardson. Actors: Clint Butler, Duff MacDonald and Shawn Wright.

generation of theatre professionals who are going to carry on our work. They're now going out and finding work with professional theatre companies."

Additionally, the Neptune Theatre School has been training young actors for more than 30 years. The theatre school provides an array of programs for children, youth, adults as well as the Youth Performance Company (YPCo).

In all aspects of its operations — programming, casting, staffing and future plans — Neptune is reaching out to all members of the community.

"We want Neptune to be a place where the audience want to come to be entertained and spend their time and where artists want to come and create," Webb says. "We want the doors to be wide open." ■



Peace of Mind for Everyone

We provide your loved ones with solutions for maintaining their independence, combined with 24/7 monitoring that gives you peace of mind.

Northwood
INTOUCH



902-492-3346
www.northwoodintouch.ca

Driving growth and success for Halifax together

Increasing population and a rising GDP presents opportunities for businesses and residents alike



WENDY LUTHER
 PRESIDENT & CEO,
 HALIFAX PARTNERSHIP

The past few months have been a time of growth and change for the Halifax Partnership. In May, the team moved into our new office at the Nova Centre, in the heart of Halifax's emerging Innovation District. In June, I started in the role of President and CEO. It was an exciting time to join the organization, with the release of the 2019 *Halifax Index*, our 2018-19 Annual Report *The Power of Innovation and Immigration* and the launch of our new corporate website.

We are excited about Halifax's growth and the opportunities it presents for our businesses and residents. Halifax saw many positive trends continue in 2018, with three strong years of population growth driven by international immigration and youth retention, both well above the historic average. Even with this impressive population growth of 8,544 new residents last year alone, our unemployment rate dropped to 5.9 per cent, the lowest it has been since 2008. Thanks to widespread gains across most sectors, the Conference Board of Canada expects GDP growth in Halifax to reach 2 per cent this year. They are calling for an even stronger 2.6 per cent gain for 2020, the largest increase in 10 years.

One of the wonderful and unique things about our city is the interconnectivity between our people and organizations. I'm passionate about how we can continue to very intentionally create these connections for newcomers to Halifax and link them to our companies to support their development and successes.

Partnership is in our name. Last year, we supported hundreds of companies in increasing exports, hiring international

talent and new graduates, locating or expanding operations and bringing new ideas and products to markets. The work that we do in bringing people and businesses here is good for everyone and we can't do that work without the support of our investors and partners like the Halifax Chamber of Commerce. With this support, the Partnership drives success here in Halifax, helping businesses grow and connecting talent to these businesses and then we take that success and sell it to the rest of the world.

I am thrilled to work with our team, investors and partners and our broader business community towards the ambitious Economic Growth Plan vision to grow Halifax's population to 550,000 and GDP to \$30 billion by 2031. We will continue to leverage and promote Halifax's competitive advantages and to focus on the power of innovation and immigration to drive inclusive growth and success across our great city.

To learn more about Halifax's Economic Growth Plan priorities and the Partnership's programs for business, visit halifaxpartnership.com.

#SupportLocal

Creating a unique and sustainable Halifax



LIA BEVERIDGE PUBLIC RELATIONS STUDENT, NSCC

Imagine a city where every shop sells the same items. Costco, Walmart, Boston Pizza, Chapters are the norm. Now imagine a city where each store is unique. A city where small businesses — independent restaurants, markets, clothing stores — thrive creating a unique and vibrant community. These unique cities exist because the term “support local” has been brought to the forefront over the last eight years with the help of local advocate group I Love Local HFX and the Halifax Chamber of Commerce. I Love Local HFX promotes their message through a network of local businesses, bumper stickers and events throughout the year such as Open City.

According to BDC, 99.7 per cent of the Canadian economy is built on small to medium-size businesses and Nova Scotia isn't that different. “So many people have neighbours and family that are small businesses,” says Becky Davison, Director of Marketing at the Halifax Chamber of Commerce. By supporting these, it ensures a sustainable Halifax as they in turn support the economy with job creation, tax revenue and community involvement.

“No definition of local is ever going to be perfect and have everyone agree to it,” says Gordon Stevens, founder of I Love Local HFX. The most important question to ask is whether the profits stay in the region. “The business needs to be locally owned and operated,” says Stevens, “they don't need to sell local products, but they need to be able to



“ Show up to your friends’ and neighbours’ businesses and say, ‘I’m here to support you,’ because really to them, the small business owner, it means the absolute world.”

— **Becky Davison**, Director of Marketing,
Halifax Chamber of Commerce

clearly show that they're supporting the community.”

The biggest challenge for supporting local that both Stevens and Davison see is online shopping and breaking consumers shopping habits. “We're not competing against our neighbours. We're competing against online, box stores and foreign multinationals to really preserve what local food, local retail looks like,” says Stevens.

That was the idea behind the last day of Small Business Week, run by the Halifax Chamber in partnership with BDC from Oct. 15-19, 2018. The contest urged Haligonians to tag a photo while out shopping local, using the hashtag #SHOPLOCALHFX. The idea for Davison is to get the community to think about the value of spending their dollars locally. I Love Local HFX based Open City around the same premise. Open City is a day when many local businesses run promotions for the day, such as restaurants selling bite-size tasters out their back door, to “give the community reasons to get out and explore, to discover or rediscover some of the great local retail

shops that exist,” according to Davison. “If you don't go and support them then they're at risk of being gone and you lose an element of the community that you valued but never supported.”

“Compared to a lot of other cities, we're doing exceptionally well,” says Stevens, “a number of jurisdictions have reached out to ask us how we do it.” He credits Haligonians with being much more aware of the benefits to buying local, whether it be food, clothing or liquor, than when he started. He has seen a rapid appreciation and growth of the movement between consumers and businesses.

“Nova Scotians in general have a spirit to want to support local,” says Davison. But there's still work to be done. “Show up to your friends' and neighbours' businesses and say, ‘I'm here to support you,’ because really to them, the small business owner, it means the absolute world.”

We hope you can join us for the 2019 Halifax Small Business Week happening Oct. 21-25, 2019. Flip to page 31 for a full calendar of FREE events!

WORKING FOR YOU



SMALL BUSINESS WEEK

OCTOBER 21-25, 2019



WHAT IS SMALL BUSINESS WEEK?

Small Business Week is an annual celebration of entrepreneurship. Events held during the week will bring together entrepreneurs — and those who support them — at workshops, networking events and tradeshows. Small Business Week is about showcasing the amazing things being done right here in our own backyard. We want to provide entrepreneurs with opportunities to learn, make connections, share ideas and celebrate all of their hard work.

WHY DO WE CELEBRATE SMALL BUSINESS WEEK?

Small-to-medium sized businesses are the foundation of the Canadian economy, accounting for 99.7 per cent of all businesses. That's a lot of businesses to celebrate!

HOW DO I GET INVOLVED?

You don't need to be a small business owner or even a small business employee to take part in all the Small Business Week fun! Attend events, visit your favourite local small businesses and join the #SHOPLOCALHFX movement throughout the week.

Official Partner: **bdc** #BDCsbw



THANK YOU TO OUR COMMUNITY PARTNERS:



HALIFAX CHAMBER OF COMMERCE



Schedule of EVENTS:

TUESDAY, OCT. 22

HALIFAX CHAMBER KICK-OFF EVENT

2 - 4 p.m.

Cunard Centre

Visit www.HalifaxSmallBusinessWeek.com for event details

KILLAM HUB WELCOME

4 - 6 p.m.

**Brewery Market,
1496 Lower Water Street**

With a combination of newly designed open air space, local food vendors, and proximity to the city's best bars and restaurants, Killam's Brewery Market offers an impressive list of coveted features for start-ups, small businesses, and professional service firms. Join us to explore the new space!

WEDNESDAY, OCT. 23

LAE RESOURCES AND OPPORTUNITIES

8 - 10:30 a.m.

VOLTA & Four Points

Join us to learn about how LAE can help save you money, improve productivity and keep your workplace safe.

This event will feature programs and funding available to Small Businesses through the Department of Labour and Advanced Education including funding to hire staff, information to make your workplace safe and FREE training previews for your employees!

PICKFORD & BLACK AFTER HOURS

4:30 - 6:30 p.m.

**Pickford & Black,
1869 Upper Water Street**

Check out Halifax waterfront's newest restaurant, focused on seafood, craft beer and overall great times. Network with the business community and enjoy our unique culinary creations.

THURSDAY, OCT. 24

DISCOVER HALIFAX EVENT

8:30 - 10:30 a.m.

Gahan Nova Centre

Did you know that over \$1 billion is spent by visitors in Halifax each year! There are over 4,000 businesses equating to 23,000+ people employed in the tourism industry in our region. Come join us for breakfast where we will recap the year to date results from the 2019 tourism season and provide some tips on how to best position your business in this fast-growing industry.

BDC LUNCHEON

11:30 a.m. - 1:30 p.m.

**Canadian Museum of Immigration
@ Pier 21**

EXPLORING ENTREPRENEURSHIP:
Meet the Face behind the business

BDC is excited to celebrate small businesses in our community and explore entrepreneurship — Hear lessons learned and get expert advice from accomplished local leaders.

Explore the networking pavilion, connect with new opportunities, and learn best practices from local entrepreneurs!

ROGERS AFTER HOURS

4:30 - 6:30 p.m.

Rogers, 1626 Grafton Street

Rogers is looking forward to sharing their newest location in the Nova Centre with their valued customers. Join us for refreshments and networking in our downtown hub.

FRIDAY, OCT. 25

SPEED NETWORKING WITH BOYNECLARKE

2 - 4 p.m.

**DoubleTree Dartmouth,
101 Wyse Road**

Inviting local business owners to mix and mingle over snacks before entering a round of speed networking. Make the most of your time by discussing local business trends and developing new connections.



Photos Discover Halifax

#SHOPLOCALHFX



**Buy LOCAL.
Eat LOCAL.
Go LOCAL.**

**SUPPORT LOCAL BUSINESSES
FOR A CHANCE TO WIN A PRIZE!**

On October 21-26, take a photo at your favourite local business with a #SHOPLOCALHFX sticker, poster or your purchase.

Post your photo on social media for your chance to win one of our amazing prizes, donated by local businesses!

For full contest details, visit
HalifaxSmallBusinessWeek.com



www.HalifaxSmallBusinessWeek.com

Why exporting matters

How Canada's Trade Accelerator Program is your key to growing in 2020



BECKY DAVISON DIRECTOR OF MARKETING, HALIFAX CHAMBER OF COMMERCE

The Halifax Chamber of Commerce will launch a proven Trade Accelerator Program in 2020. Why will we do this?

BDC's 2017 survey of 700 small and medium size businesses across Canada revealed that the most successful exporters share three key attributes:

- 1. They see exporting as critical to overall success.** Gaining a toehold in foreign countries is never easy. The firms that are most likely to overcome the challenges and reap the rewards give high priority to their international success.
- 2. They do their homework before taking on the foreign competition.** Businesses that take the time and effort to evaluate their competitors in international markets before diving in report significantly higher export sales growth than those that do not.
- 3. They put resources behind their export strategy.** Hiring at least one person focused on exports is associated with high foreign sales growth regardless of the size of the business, the industry in which it operates or the export strategy it pursues.

In 2017, Nova Scotia exports grew 3.9 per cent (or \$186 million) compared to 2016. A great start, but at approximately \$13 billion in total we are still a long way from the Ivany Report target of \$21 billion and in fact we are down six per cent from 2012 just six short years ago.

TAP CANADA BY THE NUMBERS



Average growth of 42% in export sales one year after participation



More than 85% of participants, have entered new markets including China, India, Mexico, Japan, U.K., Italy, Sweden and U.S. to name a few



Nearly 90% of participants, declared themselves better prepared to do business internationally upon completing the program

Exporting from Nova Scotia isn't reserved for lobsters and tires. Nova Scotians are exporting consumer goods, marketing services, forestry materials and much more.

We in Nova Scotia need to start thinking not only about exporting, but what does it mean to export?

As part of our 2019-2023 Strategic Plan, the Chamber aims to support our over 1,700 members and companies across Nova Scotia in gaining knowledge and supporting them to access today's international markets and how their business can experience significant growth by taking advantage of the new and existing global opportunities.

This means helping your business and our members realize their global potential to:

- **Navigate** complexities of the global trade ecosystem
- **Leverage** Canada's deep trade and investment resources
- **Access** tailored, face-to-face coaching and advice
- **Learn** about international best practices
- **Accelerate** export readiness
- **Develop** and implement a new market entry plan
- **Expand** your global trade footprint and grow revenues

As a small or medium sized business owner you may believe that you don't have access to enough resources to grow your business beyond our borders — but this is where the Trade Accelerator Program (TAP) Canada comes in.

What is TAP?

TAP will transform your business by providing your company access to Canada's top exporting advisors, resources and contacts through the training and support they need to become successful international traders in their specific business sector. Now available in eight hub cities from coast to coast — including Halifax — TAP Canada will be your trusted partner for global growth.

TAP Canada will help your business with dynamic workshops to build the right export plan with expert resources, advice and hands-on mentorship. In very little time you'll receive the training and support you need to become a successful international trader in your business sector.

On Monday, Aug. 19, we were happy to host the Minister of Small Business and Export Promotion, the Honourable Mary Ng, as she announced a federal investment in trade in Nova Scotia and a partnership with the Halifax Chamber of Commerce. We are pleased to offer our first cohort in early 2020, in partnership with NSBI and our local and national partners. Learn more at www.Halifaxchamber.com/TAP

Vote your concerns!

Get the right information, make the right choices



KATHLEEN MacEACHERN
POLICY ANALYST, HALIFAX
CHAMBER OF COMMERCE

October won't just mean the start of pumpkin spice everything; it will also bring about another election season. The Federal election might mean a change of Canada's democratic leaders or it could stay status quo. Whatever your political beliefs (or lack thereof) may be, we at the Halifax Chamber of Commerce encourage you to vote! We hope that all our members take the opportunity to vote, but for those of you that are on the fence, here are a few reasons why you should:

1. The results do affect you:

Don't want taxes to increase for your small business? Vote for a party that says they won't. Want to ensure our climate stays hospitable? Vote for the party that says they care. If you don't know who these candidates are? Check out their party web pages where their platforms, news articles and events should be listed. Also, the Canadian Chamber of Commerce provides a party platform comparison that might help you decide.

2. It's easy:

First, check now to see if you're registered on the Elections Canada website. If you are you can also find on that same website where and when to vote. You have options. You can vote in person on election day, at an advanced poll, at your local Elections Canada office or even by mail. If you're not registered, contact Elections Canada, info@elections.ca or by phone: 1-800-463-6868 and they will send you a voter registration form by mail, email or fax.

**CANADIAN FEDERAL ELECTION:
KEY ISSUES FOR THE HALIFAX CHAMBER OF COMMERCE**

Skills & Workforce Development:

- Immigration
- Work integrated learning (WIL)
- Entrepreneurship & training

Climate & Environment:

- Natural resources & green energy opportunities

Positive Business Environment:

- Federal tax review
- Common-sense regulations
- Predictable investment climate

Regional Economic Development:

- Interprovincial trade barriers
- Federal-provincial relations

WWW.HALIFAXCHAMBER.COM/HCCVOTE

3. It's your right:

Not everyone in the world can say they have the right to vote in elections. In Canada, every citizen over the age of 18 can vote. It's your responsibility to exercise this right.

So, what is the Halifax Chamber focused on this election season? Good question. We are focusing on issues that align with our 2019-2023 Strategic Plan and with the Canadian Chamber of Commerce.

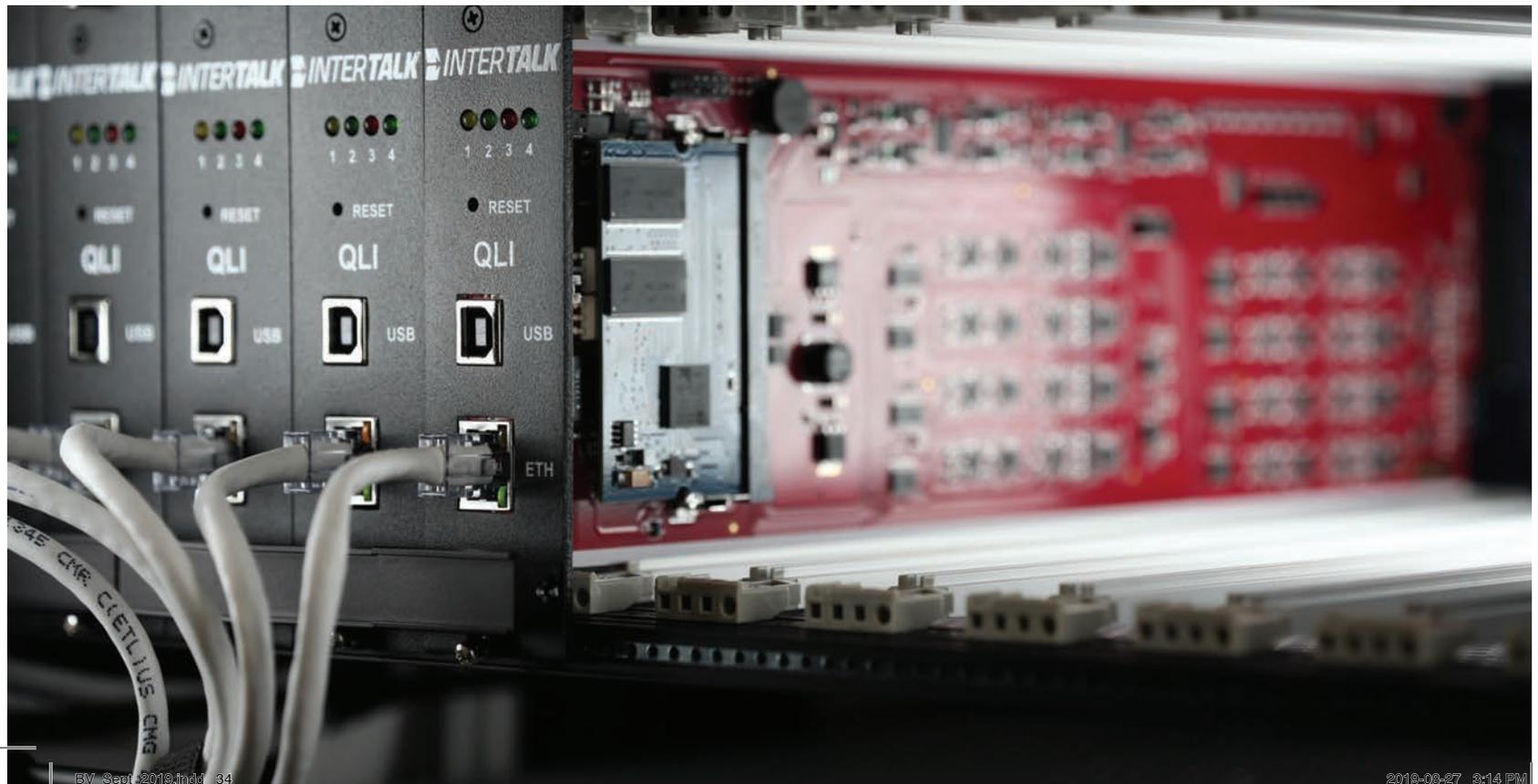
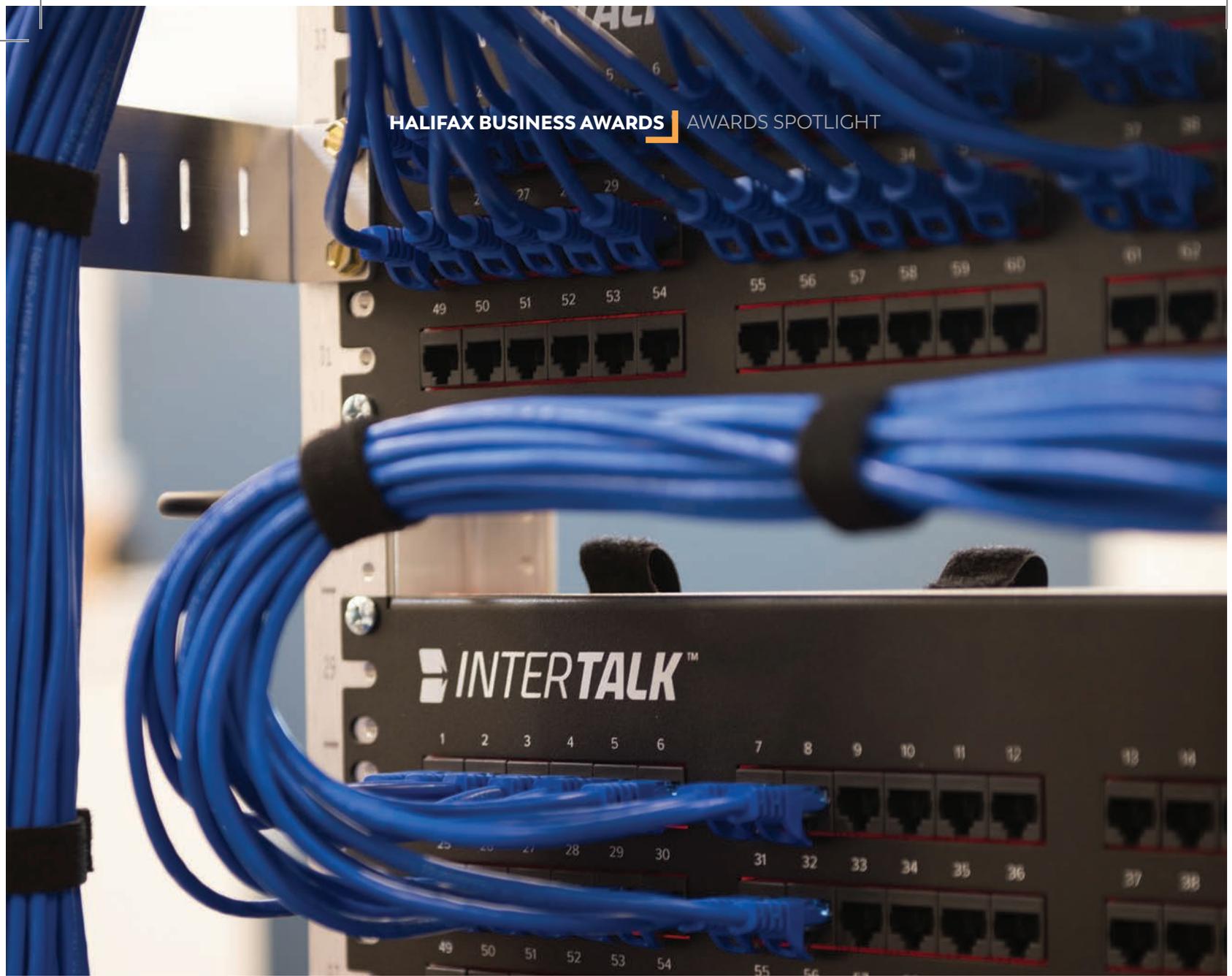
Another great way to learn more about party platforms is to ask your candidates a few questions when they knock on your door. We have created a few policy-focused questions for you, but feel free to ask your own as well!

- What current Work Integrated Learning (WIL) programs will your party support (or continue to support) and what new funding/programs will you add to ensure our youth gain the skills and training needed for the jobs of the (near) future?
- Why does your party believe a predictable investment climate is important for business? How will your government ensure a predictable climate for investment? What are your top investment priorities?
- The federal tax changes for family businesses (2017) caused Canadian business owners a great deal of unnecessary stress and worry, will

your party support a full federal tax review? If not, why not?

- What do you see as Halifax's main energy source in 10 to 15 years and how will we get there?
- Climate change. What is your party planning to do about it?
- Nova Scotia has had a significant increase in population due to immigration. How do we ensure our retention rate will remain high and what other support will be utilized to further increase our population?
- How will your party support greater and easier interprovincial trade? Would the Canadian-wide implementation of the Trade, Investment and Labour Mobility Agreement (TILMA) or something similar be a viable option?
- Red tape is often seen as the top issue facing entrepreneurs and business owners. What will your party do to ensure there is a decrease in the regulatory environment to enhance business prosperity in Canada?

If you have any questions about our areas of focus for this election, or would like to learn more about voting, contact our policy analyst, Kathleen MacEachern at kathleen@halifaxchamber.com. Just remember: **VOTE YOUR CONCERNS! VOTE!**





Photos contributed

Innovation in its DNA

InterTalk is revolutionizing critical information systems with trail-blazing service **By Sara Ericsson**

There's a ground-breaking company revolutionizing critical information systems in North America from Dartmouth. Their biggest customers are down south, but InterTalk Critical Information Systems is making waves in Canada and harnessing them too with their critical information system technology.

Company president Chris Oldham says the business, which won Innovative Business of the Year at the 2019 Halifax Business Awards, provides a place for people to do very important work that goes toward making faster and more reliable critical information systems that benefit everyone.

"When fire chiefs, police chiefs who are getting calls during public emergencies then call us and say they appreciate how we help them, it feels incredible," he says.

“*Innovation is kind of in our DNA ... and we wouldn't be in business right now if we were not continuously innovating and pushing the envelope.***”**

— **Chris Oldham,**
President, InterTalk
Critical Information
Systems

AN INNOVATIVE START

Oldham says innovation at InterTalk starts with a unique customer-based, exact-fit approach that sees its systems tweaked and altered to fit each customer's unique needs.

Oldham says they remain the only company in their industry to employ such an approach.

"Innovation is kind of in our DNA ... and we wouldn't be in business right now if we were not continuously innovating and pushing the envelope," he says.

The company was founded in 1997 by Larry Hicks and Oldham's father, Eamonn, who implemented Nova Scotia's 911 system in the early 1990s.

Oldham says Eamonn had a passion for effective communication and public

CONTINUED ON PAGE 37 >



InterTalk has expanded as a company, growing their number of staff members to a total of 40 at its Dartmouth location.

AUDIT • TAX • ADVISORY

The power of partnerships

We're proud to support innovation

Baker Tilly Nova Scotia would like to congratulate InterTalk Critical Information Systems for being named Innovation in Business Champion of the Year at the 35th annual Nova Scotia Business Inc. (NSBI) Export Awards. We're honoured to support the groundbreaking efforts of innovators like InterTalk and to help Nova Scotia businesses thrive.

Let's build tomorrow, together

Connect with us:

Baker Tilly Nova Scotia Inc.
infoNS@bakertilly.ca

Now, for tomorrow



safety and was among those who saw how improvements to this would mean improved safety for everyone.

“[Eamonn] saw that everybody has a vested interest in it, so ensuring help is there when help is needed was an important goal for him,” says Oldham.

InterTalk was named Export Business of the Year at the 2018 awards and does about 95 per cent of its business with American clients like the California Department of Forestry and Fire Protection (CAL FIRE) and offers after-sale remote technical support.

It worked with CAL FIRE during the state’s devastating 2018 wildfires.

“These are the people out there, saving others. So to hear that from them just feels incredible,” says Oldham.

NEW FLAGSHIP TECHNOLOGY

The business also has an innovative new technology on its horizon which will be the first such system in North America.

The system is called Enlite and will be a cloud-based public safety dispatch product that will use a broadband network to make public safety more cost-effective for often cash-strapped public agencies and make it into a service, rather than a product.

Oldham says the technology is set to become InterTalk’s flag in the ground thanks to its ability to source data from related social media posts that are curated according to words selected by police — whether it be gun, bomb, fire or otherwise.

“Imagine as a dispatcher, if you had access to all those social streams and start to see an influx of posts about a gun in the mall, for example. You’d also have access to onscreen mapping and would see where your police units are and choose the closest to send to the unfolding situation,” says Oldham.

“All of this is done before any 911 call was made. This saves minutes — an eternity in public safety.”

IMPACT HERE AT HOME

InterTalk, then called Pantel, was co-founded by Eamonn as a place for his friends and family to work, but the business has grown to become a major employer in Dartmouth. Oldham says it has doubled its staffing over the last four years and now employs 40 people and is continuing to experience significant growth.

“When we hire people, we see it as long-term. Our turnover is almost zero — we haven’t reduced and have only grown,” he says.

Oldham says the business’ next steps

are the launching of an awareness campaign to introduce people to InterTalk in Dartmouth, inform them about what they do and show them how far the company’s reach extends.

The business is a diamond sponsor of the upcoming Association of Public-Safety Communications Officials’ annual conference, which is being held in Halifax for the first time in 20 years. Oldham hopes this exposure creates a bridge to bring more opportunity for

business with Canadian clients and help show that Enlite is the future of critical information systems.

“It will be a process for public safety agencies to trust a cloud-based application for radio dispatch, but we feel we have a very solid product,” says Oldham.

“Our team is very creative and bright and the challenge of trying to solve a problem in best way possible is always something we are looking to do. Enlite is our solution for this.”

The power of faith in action

How two Halifax leaders showed ‘true compassion,’ lifted up their communities **By Heather Laura Clarke**

They reached out to people who needed a bit of kindness and now they’re being celebrated for turning their faith into positive action in their communities.

Imam Abadallah Yousri and the late Robert Stapells have both been honoured with The Honourable Mayann Francis Faith in Action Award 2019.

The award honours exceptional individuals whose work is driven by their religious commitment to the faith tradition to which they belong.

Atlantic School of Theology (AST) presents The Honourable Mayann E. Francis Faith in Action Award each year. Reverend Neale Bennet, President of Atlantic School of Theology says this year’s award winners, Yousri and Stapells, have “significantly benefited the wider community through their outreach efforts.”

“Something that can be really distinctive about faith-driven community leadership is that these people served as vital leaders and provide great benefit to the wider community,” says Bennet.

For 11 years, Stapells was involved with the Rector’s Lunch, a weekly outreach program delivered through St. Paul’s Church at Grand Parade. Starting at the sounding of the noon gun, the lunch is essentially a big family meal where everyone is invited — most of whom have no other connection to the church.

Lovingly known as Bob, Stapells organized the volunteers, led the food service, listened to guests’ stories of their struggles and served as a skilled advocate and problem solver.

In addition to his work with the Rector’s Lunch, Stapells worked closely with Metro Turning Point and other organizations “based on the conviction that he should share the blessings he received from God with those who were at risk.”

Imam Abadallah Yousri has shown his community leadership not only through his work, but also his compassion for others. After a family of Syrian refugees in Spryfield suffered a house fire that killed all seven of their children and injured their father, Imam Yousri demonstrated admirable empathy and strength in the many hours he dedicated to Mrs. Barho, serving her spiritual needs and advocating on her behalf.



I hope the Honourable Mayann Francis Faith in Action Award continues to bring people together and serve as an example of what it means to have a healthy community of people who are involved and take care of one another.”

— The Honourable Mayann Francis

In addition to his tireless devotion to others, Imam Yousri has implemented new programs at the Ummah mosque. They include a blood drive with Canadian Blood Services, a partnership with the Department of Community Services that is registering Muslim families to foster and adopt children and a partnership with local churches and Muslim youth that is providing support to the homeless.

Imam Yousri says it was “a very lovely moment” when he was presented with The Honourable Mayann E. Francis Faith in Action Award at the AST gala in May — calling it a surprise, but also a push to do even more.

“One of my main goals has been to build bridges between different groups and different communities in order to bring people together,” says Imam Yousri. “As time goes by, we realize we need this more and more.”

It’s the first time someone from the Muslim faith has won The Honourable Mayann E. Francis Faith in Action Award and Francis was thrilled.

“I hope the award continues to bring people together and serve as an example of what it means to have a healthy community of people who are involved and take care of one another,” says Francis. “We’re not all going to be here forever, so it’s good to know there are young people excited about using their faith for good and developing their communities.”

Bennet says Francis herself is a remarkable example of a leader using her faith to make a positive impact on her community and AST is grateful she generously allows them to use her name for The Honourable Mayann E. Francis Faith in Action Award.

Francis says the award demonstrates the importance of strong ethical leadership, which is important for faith communities as well as leadership in business and government.

Nominations are now open for The Honourable Mayann Francis Faith in Action Award 2020 and the award is open to Atlantic Canadians whose work driven by religious commitment benefits a community and improves the quality of life for people.

“Take a good look at your community and think about who should be recognized for building it up through faith,” says Francis. “The Honourable Mayann E. Francis Faith in Action Award is about setting examples for how we make our communities better.”

For more information on The Honourable Mayann Francis Faith in Action Award, please visit astheology.ns.ca/home/faith-in-action.

Holiday events with
Flare

Whether treating employees or clients to a formal dinner, an intimate reception or a family-friendly event, your holiday party at the Discovery Centre will be a sure-fire hit. Spark excitement among your guests with live science entertainment, dome theatre star shows, or a visit to our featured exhibit for a one-of-a-kind experience found only at the Discovery Centre.

d: discovery centre

www.thediscoverycentre.ca/venue
902.492.4422 x.2238



LEFT TO RIGHT:
 Neale Bennet, President AST
 Ryan Stapells for Robert Stapells, 2019 Award Recipient (posthumously)
 The Honourable Mayann Francis
 Imam Abdallah Yousri, 2019 Award Recipient

THE HONOURABLE MAYANN FRANCIS FAITH IN ACTION 2019 AWARD RECIPIENTS

Atlantic School of Theology congratulates the 2019 award recipients: Imam Abdallah Yousri and Robert Stapells (posthumously).

The Award honours exceptional community outreach that is recognized as having provided significant benefit to the wider community. The award is given to individuals whose honoured work is driven by their religious commitment to the faith tradition to which they belong.

For more details please visit
astheology.ns.ca/home/faith-in-action.html



Impact with Purpose

Executive and professional development that delivers.
Choose a credential or degree program, or a course to build a specific skill.

**Sobey
Executive MBA**
**MANAGE WITH
EVIDENCE.**
**LEAD WITH
CONFIDENCE.**
Reach your full leadership
potential, get real-world
international experience and
finish faster.



Specialty
education for
**corporate
directors** and for
retail leaders.

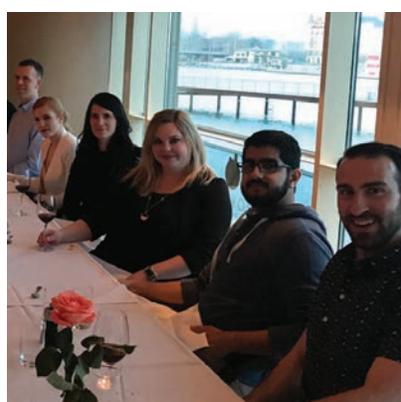


Certificate Programs in:

- Accounting/Finance
- Business Communication
- Managing Conflict
- Human Resources
- Management & Leadership
- Project Management
- Policy Development



Learn in the
company of fellow
professionals.
Peer-to-peer
learning deepens
your experience.



What impact
will you make?
Contact Kelly Smith
to discuss your
learning goals.
1-902-420-5175

Executive MBA | Corporate Directors Education Program | Retail Innovation, Strategy and Excellence Program
| Master of Business Administration (Full and Part-time) | Co-operative Management Education | Bachelor of
Commerce (part-time) | Executive and Professional Development Certificate Programs | Custom programs



Halifax, Nova Scotia

smu.ca/SSBExecutiveEducation