



CONNECTIONS

Newsletter of the Strathcona Business Improvement Association

Strathcona BIA

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EXECUTIVE DIRECTOR'S REPORT

2007 SURVEY GETS UNDERWAY

Summer is finally here, which means it is time for the BIAs biennial survey of all our members.

The last survey we conducted was in 2005 and the material collected was used to produce the 2006 Directory. We are hoping the outcome of this new survey will prove beneficial for all members.

Help Us Plan Our new Five-Year Strategy

The Strathcona Business Improvement Association is gearing up to undertake some major initiatives over the next 5 years. With the onset of the Olympics and the continuing focus of all levels of government on our community we are on the verge of some interesting and dynamic times.

To manage the BIA during these times requires dedicated people committed to building business in our community. This requires not only resolving daily challenges but creating new opportunities.

If you are interested in becoming a Director of the Strathcona Business Improvement Association and helping shape our strategies and policies in these interesting times, please contact the BIA office at (604) 258-2727 or strathconabia@telus.net and leave your name and contact information with us. A member of the Nominating Committee will get in touch with you to discuss this opportunity.

Due to the summer schedule and with the AGM coming up in September, please contact us no later than June 30, 2007.

Your BIA has taken on two students for the summer to help with the administration of this survey. Adam Tsin and Karen Chan will be working at the BIA offices updating our data bases and maps before heading out to meet with each one of you in order to confirm our information and to ask you a few basic questions. These questions will assist in identifying your idea of our major problems and to ask what you feel your BIA could be doing to help. This will aid in creating our strategic plan for the coming years.

In addition, we will be asking a few questions about the environment and sustainability as we are trying to implement a new 'Go Green' initiative in Strathcona. Part of this is to continue with an earlier initiative to send the Newsletter by e-mail rather than by mail, so our students will be asking you for your e-mail contact information.

Please welcome both Karen and Adam when they come around. They are helping us help you. If you have any questions please call the BIA office at (604) 258-2727.



Our latest mural at 236 Clark Drive, Hastings Brass Foundry is now complete and it looks wonderful. Please make a point of driving by and having a look. It is a great addition to our community. Many thanks to the artists, Nelson and Xochitl Garcia, for their work and to Rick Davison, owner of Hastings Brass Foundry, for donating the space for this art work. Your BIA is currently looking at two more sites for similar works and hopes to have another mural started this summer. – BIA Staff

PROGRESS REPORT

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No. 2**

	2005	2006	2007
Street Cleaning Hours	1403	1296	442 ...so far
Graffiti Tags Removed	1516	1456	386 ...so far
Security Hours	6120	9456	3840 ...so far

notebook

**31st Annual Powell Street Festival
Oppenheimer Park
August 4-5**



RISING STARS

SUSTAINABILITY: MAKING A DIFFERENCE IN THE COMMUNITY

Sustainability is a worthy and significant goal for all small businesses to consider. Businesses are asking — what is sustainability, why is it important, and how can we get involved? It's a topic that's at the forefront of business thought today.

Sustainability is commonly defined as a long term, holistic and integrated approach to planning and decision making that balances environmental, economic and social conditions. However from a business perspective, sustainability is more like a philosophy that encourages efficiency, creative problem solving and waste reduction to not only reduce our impact on the environment, but also to strengthen and improve our business.

Toby Barazzuol, owner of **Eclipse Awards International** is committed to environmentally and socially sound business practices at his Strathcona based location. "We believe that the world is changing quickly and customers want to support companies with strong values and commitments to the environment and community. The fact that large organizations such as VANOC (The Vancouver Organizing Committee for the 2010 Games) and the GVRD are now considering sustainability in their purchasing policies is truly significant" says Barazzuol. Since adopting sustainability several years ago, Eclipse Awards has experienced a marked increase in sales and a boost to staff loyalty and morale. Barazzuol explains, "employees want to work at companies that believe in something,

and the environment is something that everyone connects with."

Eclipse Awards is expanding and recently purchased a building on Alexander Street, underlining their commitment to making a difference in Strathcona. The building is getting a green makeover — reusing existing building materials where possible and buying others locally. Once completed, this employee-friendly workplace will

"The world is changing quickly and customers want to support companies with strong values and commitments to the environment and community."

utilize natural light extensively, feature an indoor green wall that will act as a natural air filter, have charging stations for electric vehicles and incorporate energy saving options such as solar water heating. Eclipse will also

continue offering employees a "sustainability benefits package" which includes paid time off to volunteer and subsidized public transit passes. Sustainability is not necessarily expensive — in fact, some of the most effective measures such as conservation and good design don't cost anything at all and even result in cost savings.

Rising energy costs and climate change are real issues that will fundamentally affect all businesses in the coming years. Sustainability provides a framework to deal with these challenges and provides real business advantages at the same time. To help businesses learn more about sustainability, the BIA has developed a new Sustainability Committee that will not only provide resources and access to incentives, but will also help build a community that supports these initiatives.

Barazzuol advises that sustainability can

MARK YOUR CALENDAR

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Information: 604.739.9388**

create real and tangible advantages for any business, including saving money. "My dream is that we will transform Strathcona into Canada's first sustainable business community to build creative partnerships and explore new ways of doing business that reduce our footprint on the environment while increasing our footprint on the community in positive ways."

If you're interested in learning more about how sustainability can impact your business or would like to become involved in this emerging community, contact Laura at 604.258.2720 or admin_strathconabia@telus.net.

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