



CONNECTIONS

Newsletter of the Strathcona Business Improvement Association

Strathcona BIA

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EXECUTIVE DIRECTOR'S REPORT

TIME TO SPRING CLEAN

With the weather warming and the daylight hours increasing, it's definitely time for a spring cleaning. For some Strathcona businesses, that might mean washing down our windows and storefronts. For businesses considering a fresh coat of paint, check out Sherwin Williams' 10% discount to all Strathcona BIA members and employees (*see next page*). For others, spring cleaning might mean pruning trees, maintaining your shrubbery or mowing overgrown grass. For complimentary graffiti removal, BIA members can either call the Strathcona BIA office (604.258.2727) or Goodbye Graffiti (604.684.4747) directly to report the problem.

CREATIVE POSSIBILITIES

Now that spring is here, our **Visual Improvement Committee** is accepting **Expressions of Interest** from all members who are interested in having murals on their buildings. As a pre-emptive measure against graffiti, many cities have used public murals on buildings which are likely to be targeted. Striking murals, such as the one at the Sunrise Market on 300 Powell Street, can benefit the location's owner as well as the surrounding neighbourhood. Through a partnership with the City of Vancouver, the BIA is happy to be able to offer several new murals again this year to local businesses — totally free of charge. To express interest in having a mural installed on your building, just contact the BIA office by May 31, 2006, and you will be in the running for this great opportunity.

RE-ORGANIZE, RE-ENERGIZE

All of the organizing committees that help direct Strathcona BIA's initiatives are getting shuffled up for spring. Do you have special skills in public relations or media? Do you have a background in marketing or

design? Are you or your staff looking for a small but effective way to give back to the community in which you work or own a business? We are eager to bring in diverse members of the business community in order to benefit from their opinions — and we hope that designers, retailers, restaurateurs and others who are inspired to improve Strathcona will join us.



Strathcona BIA's newest addition to our ongoing Mural Project, located at 1216 Franklin Street. A special thanks to Hett Agencies/Groundwater Hydrolics for the donation of their wall space, and to the City of Vancouver's Anti-Graffiti department for supplies.

IS EMPLOYEE CONFLICT KEEPING YOU UP AT NIGHT?

Two of the most common challenges in the modern work place are 'employee conflict' and how to get the 'right fit' for your job openings. The Strathcona BIA is pleased to invite members to our upcoming

(Continued on next page)

PROGRESS REPORT



**Vol. 1
No. 6**

	2004	2005	2006
Street Cleaning Hours	337	1403	287 ...so far
Graffiti Tags Removed	2045	1516	422 ...so far
Security Hours	5316	6120	1312 ...so far

notebook

**Workshop and
Breakfast Social
Wednesday, April 26**

See Calendar for details



BUSINESS BUILDERS Serving the Seniors' Market

One of every four Strathcona residents is a senior; twice as many the City of Vancouver average. There is also a higher percentage of immigrants in Strathcona than in Vancouver, many of whom do not speak English.

Seniors are frequently responsible for the care of their grandchildren and therefore tend to shop for children's products or look for experiences they can enjoy together. They are loyal customers who prefer to make cash purchases and like to shop mostly during daylight hours. Here's how you can attract Strathcona's seniors:

- Have well lit, clean and attractive storefronts.
- Large, easy-to-read signage and a friendly atmosphere.
- Seniors like to be personally recognized in the shops they patronize and appreciate an understanding of their sometimes slower pace.
- Strathcona seniors walk or take the bus to shopping. A bench or chair in shops, available for resting, would be welcome to many seniors.
- Purchases should be loaded in carry-home bags in the easiest-to-carry method with weight equally distributed.

PRODUCTS FOR SENIORS ...

- Health items
- Traditional Chinese Medicine
- Reading glasses
- Books
- Food items: groceries, produce, treats (pastries, candy)
- Knitting supplies
- Handicrafts
- Library
- Children's toys

EXECUTIVE DIRECTOR'S REPORT CONTINUED

Business Workshop and Breakfast Social, where our special guest speaker, **Reinhold Schieber**, will lead this discussion. Schieber is the Predictive Performance Profiling Specialist for **Drake International** and assists businesses with hiring, team building, conflict resolution and many other human resource issues.

Drake International has been a global leader for over 50 years in human resource solutions. Join us on Wednesday April 26, 2006 from 7 a.m. to 9 a.m. in the Boardroom of the Gulf & Fraser Financial Group, 803 E Hastings St. A light breakfast and refreshments will be provided. Please RSVP to the BIA office by Friday April 21, 2006.



PROPERTY OWNERS' CORNER

Welcome to **Out to Lunch Catering**, which has recently moved into the Strathcona area. This successful catering business is expanding its business into a new facility at **1175 Union Street**.

"We're proud to be a part of the Strathcona community," says Karen Barron, Office Manager. Welcome also to **Formation Forest Products Ltd.**, an importer and wholesaler of laminate floors and other wooden building products, who will be arriving in Strathcona at the beginning of May.

MARK YOUR CALENDAR

Workshop and Breakfast Social
Wednesday, April 26, 2006
7 a.m. - 9 a.m.
Gulf & Fraser Financial Group
- Boardroom
803 E Hastings St.



RISING STARS

Mike Jensen is stirring things up at **The Sherwin-Williams Company**, with professional and industrial paint orders coming in from such customers as Burnaby's prestigious **Electronic Arts** studio, and the new **Hudson Towers** built on Granville Street. "Strathcona is so diverse, close to downtown and other big commercial centres," says Jensen. "I think a lot of good things are happening here." As a show of community support, Sherwin-Williams is offering a 10 percent discount to Strathcona BIA Members — just bring this article along to receive your discount! Keep up the great work, Mike!

You can learn more about this Strathcona Business Success by visiting www.sherwin-williams.com, or visit Mike in person at 520 Raymur Street (604-253-5424).



Strathcona BIA members find out how to tap into the Olympic advantage from a 2010 Commerce Centre guest speaker.