



Newsletter of the Strathcona Business Improvement Association

Strathcona BIA

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Kirsten Reite
Kirsten Reite Architect Inc

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Gretchen Overholtzer

Sustainability
Co-ordinator
Sophie Agbonkhese

Executive Director's Report:

Board Changes & Community Champions

On September 14th, the Strathcona BIA (SBIA) held its **Annual General Meeting** where new directors were elected to the board and two members of our Street Clean Team **Hung Nguyen** and **Martin Chou** were honored with SBIA Community Champion Awards for their dedication and service to the community.

Please welcome the following new members to our board:

Kirsten Reite

Kirsten is the principle owner of Kirsten Reite Architect Inc on Powell Street, where she has both lived and worked for the past 5 years. Her focus is on design work in the Downtown, Gastown and Strathcona business districts. In addition, Kirsten is the Market Sector Leader for Healthcare at Busby Perkins Will Architects in Vancouver. Kirsten holds a Bachelor of Fine Arts degree from University of Victoria (1990) and a Bachelor of Architecture from the University of British Columbia (1995) and has been practicing architecture for 15 years. Kirsten is an active and volunteer committee member at the Architectural Institute of British Columbia.

Peter Kobayashi

Peter Kobayashi has worked in the financial services industry for over 25 years. He's been with G&F Financial Group, a community based credit union, for the last 8 years and is currently the Branch Manager of their location at the corner of Hastings and Hawks. He's served on the board of directors with the Tri-Cities Chamber of Commerce, the Mount Pleasant BIA, the Rotary Club of Coquitlam Sunrise and on a number of task forces.

Other directors include: **Leo Cooper** (Japantown Live Work Studio), **Patrick Doiron** (Industrial Works Ltd), **Wayne Nelson** (Patricia Hotel), **Nathan Weins** (Chapel Arts), **Steven Fast** (Paradigm Group), **Claude Lemay** (Atticus Financial), **Toby Barazuol** (Eclipse Awards International) and **Angela Giannoulis** (Primerio Cigars).

Sustainability 3.0: Redefining Green Brings Over 200 Attendees to Strathcona



Keynote speaker
Bob Willard addressing the
audience at Sustainability
3.0: Redefining Green.

On Tuesday, September 28th, 2010, the SBIA hosted our third annual sustainability expo for small business. The event was held at the Japanese Language School & Hall on Alexander St which is undergoing green heritage renovations for a LEED certified daycare.

Over 200 attendees, including business owners, residents, and service providers from Vancouver had a chance to network with green suppliers and local businesses. To assist the SBIA in inspiring a culture of a sustainable business community, the SBIA was honored to host corporate sustainability expert Bob Willard. In his keynote Willard described corporate sustainability as a 'business imperative' insisting that if you don't jump on board now it will affect your business negatively. He encouraged skeptics by noting that small and medium businesses who embrace sustainability in some form stand to increase profits by at least 66% over 5 years. Willard also encouraged the movement taking place in Strathcona by noting that the most change is happening at the local and municipal levels.

"People are taking ownership locally. It's happening. The timing is perfect."

The expo also featured a panel of local success stories including Vancouver City Planner, Kira Gerwing; Executive Director of United We Can, Brian Dodd; CEO of Boardroom EcoApparel, Mark Trotzuk; and Sustainability Coordinator for the SBIA, Sophie Agbonkhese.



Aerial view of the exhibit hall at the Expo.

PROGRESS REPORT

Year	2008-2009*	2009-2010*	2010-2011 So far
Street Cleaning Hours	5567	8225.5	4081
Graffiti Tags	3634	3623	1532
Security Hours	7712	5881	2904

* calculated by SBIA's fiscal year from Apr. 1-Mar. 31 of the following year

CONNECT

Want to stay connected to SBIA news and events? Send us your email addresses to receive monthly newsletters and event reminders. Plus follow us on Twitter @StrathconaBIA and @SBIA_GreenZone.



RISING STARS

Wing Wing Sausage Co., 460 E Hastings St.

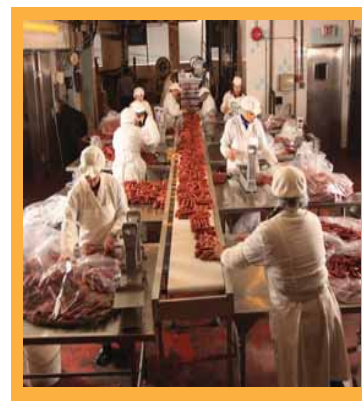


At the turn of the century, Rod Fong's grandfather immigrated from what is now Guangzhou, settling in Vancouver's Chinatown. Hailing from a long line of butchers, he aspired to open his own shop in Canada. He soon had a butcher shop which later became **Wing Wing Co. Ltd.**, a factory specializing in producing a southern Chinese sausage known as *Lap cheung*, which literally means "preserved sausage."

Wing Wing Sausage Co. was incorporated in 1949 by the second Fong generation and is now run by the third. At a tour of the plant, Fong emphasized how Wing Wing's sausages have come a long way from the rustic countryside staple, but noted that they still retain a distinctive regional flavor which makes the product popular for holidays and family gatherings. Around twenty employees run the small factory which sits quietly in the 400 block of E Hastings. The factory produces products for sale across North America, Europe and Asia, recently expanding to markets in Africa and New Zealand.

Ingredients are sourced internationally to ensure a premium product. Cooking wine is shipped in from Macau, soy sauce from China, collagen casings from Japan and Canadian grain-fed pork. Fong notes that the grain-fed pork gives the sausage a deep red color which other brands imitate with food coloring. The traditional process of drying sausage outdoors in the winter is imitated by hanging the sausages for several days in a climate controlled space until partially dehydrated.

Rod Fong is the last member of his family involved in the business and knows the industry well. "Vancouver is well known for its Chinese sausages," notes Fong, listing a number of local companies. Many have expanded and moved out of the city or have gone out of business. "Wing Wing doesn't need to be the biggest as long as my customers are happy," notes Fong. "It's a labour of love." Over 17 years at Wing Wing, Rod Fong has seen the neighbourhood change. "It still has its issues but over the past 5-10 years, I've seen an increase in kids and families in the area. It's much more of a community now." The vacant lot next to the factory has been temporarily donated by Wing Wing for use as a community garden. Fong also donates product regularly to Quest Food Exchange and local food banks.



Lap cheung is popular in home cooking where the sausage adds a salty sweet touch to rice and veggies. It's also commonly found in dim sum treats. Favorites like sausage rolls, lotus-leaf wraps and pan-fried turnip cakes all use some version of the pork sausage. You can find a range of Wing Wing products at T&T Markets and other local stores. Wing Wing's newest product is a pre diced option so that you can get your sausage fix in a flash. The Strathcona BIA congratulates Wing Wing Sausage Co. on over 100 years in the heart of the city.

Back to School for Businesses

Building on the success of our past business development workshop series, we've partnered once again with **Ghost CEO**, a global leader in negotiations, leadership skills and business development. Both sessions will be facilitated by business development coach Felicia Lee who has an infectious passion for leadership and is adept at empowering those around her.

"These workshops are great - produces value for our time."

– SBIA Member on Ghost CEO Workshop Series

Two sessions will take place this fall at the Strathcona Community Centre (601 Keefer Street) and are free of charge for SBIA members. Take advantage of this opportunity to brush up on your business know how and RSVP today.

Strong Retail in a Weak Market

Friday, October 15th 2010 7:30am - 8:30am

RSVP deadline October 12th

Preparing Business for Tough Times

Wednesday, November 24, 2010 7:30am - 8:30am

RSVP deadline November 18th

Waste Reduction Week: Waste Drive

Canadian Waste Reduction Week is October 18-22. To celebrate, the SBIA is hosting a waste drive on Thursday October 21. From 8 am to 4 pm, we will be collecting electronic waste and other types of reusable or recyclable materials in the parking lot of the Budget Inn Patricia Hotel at 403 East Hastings Street. Members can drop off their waste or call us anytime before October 22 and we will arrange to have e-waste picked up that day. For a complete list of what we will be accepting, please check the Green Zone Website at www.strathconagreenzone.com.

Fall Bike to Work Week

The SBIA is partnering once again with the **Vancouver Area Cycling Coalition** for Fall Bike to Work Week and will be hosting a commuter station at the crack of dawn so your commute can be a caffeinated one. This past summer we hosted two stations and had over 600 commuters stop and chat. This fall, our station will be at **Union & Hawks** along the **Adanac Route** which is the best used route in Vancouver. A recent count showed nearly 900 cyclists in 24 hrs!

The SBIA is opening up the opportunity for members to get involved with this event by providing prizes and giveaways for the commuters stopping at the station. This is a great opportunity to showcase your business and its products or services to people who bike through Strathcona daily. Get in touch with the SBIA office immediately to find out how to get involved.

Commuter Station: Union & Hawks Friday November 5th from 6:30am – 9:00am

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www.strathconabia.com



Trees Saved
0



Wood Saved (Lbs.)
140



Net Greenhouse Gas Emissions Reduced (Lbs.)
22



Energy Reduced (BTU) (000)
205



Water Saved (gals.)
205



Landfills Reduced (Lbs.)
22



Bioéthique Skin Care Center, 688 East Hastings St

This fall the Heatley Block is getting a facelift, bandages not included. Longtime Strathcona resident, **Claudine Michaud**, founder and creator of **Bioéthique Certified Organic**, is opening her flagship chemical-free Skin Care Centre in the building that she worked hard to save from demolition only a year ago.

Michaud has been developing skin and hair products for about 15 years. Her interest in holistic living started when a close friend was diagnosed with cancer. She became more conscious of chemicals that are allowed in products advertised to promote health and beauty. "People have a lot of faith in a product just because it's on a shelf and in a box," explains Michaud. "In North America people are surprised to find that skin care is not tested by the government and that you are not required to prove something is natural or organic."

The lack of available organic and truly natural products on the market drove Michaud to create her own line. It took about four years to develop the current Bioéthique line. Michaud engaged a chemist and green lab in Provence, France where the ingredients are sourced from small organic farms. The line focuses on hair and skin products and includes an anti aging selection as well. These products are designed to provide you with all the rejuvenating benefits of the highest quality skin care, without harming your health with synthetic ingredients.

The Bioéthique line is vegan and third party certified by Europe's strictest organic certification agency Nature et Progrès. This means that an internationally recognized certifying body governs the entire process through a set of production standards. Everything from growing, storage, processing, packaging and shipping is overseen. All ingredients used in the line are first cold pressed and primary botanical extracts which results in the highest amount of antioxidants and skin-repairing properties

Along with the product line, the **Bioéthique Skin Care Center** will incorporate the city's first certified organic skin facial treatments and body massage, chemical free traditional French manicures and pedicures as well as YogaFace facial exercise classes. Michaud points out that "people remember to exercise their bodies, so why not your face?" Sounds logical and relaxing. Especially after Michaud explained the face is where the bulk of our mussels are located.

Having lived in Strathcona for almost 20 years Michaud has seen the neighbourhood undergo tremendous change. "There was more life in the streets 15 years ago. Japantown was alive and vibrant. But it is starting to get better again. The community is developing in a positive way that is respectful to all," says Michaud, excited to become part of the growing retail presence on Hastings.

Bioéthique is hosting a Grand Opening on Saturday October 23rd from 5pm to 9pm. Sip organic bubbly and nibble on organic hor'dourves. Enjoy product & prize giveaways plus estheticians will be on hand to offer free hand massages. Purchase products and services at 30% off with an additional 10% for anyone who works in Strathcona (bring you business card). 10% of product sales will be donated to Inspire Health, Canada's only integrated cancer care center.

Strathcona Community Micro-Gardens

The SBIA has applied for an **Aviva Community Fund** grant to create a Micro-Gardening program in Strathcona. The SBIA proposes to create 20 to 30 community micro-gardens through the Strathcona neighbourhood on business properties in high visibility areas on underutilized sites. The gardens would be installed by qualified landscapers of Mission Possible Enterprises, a social enterprise that provides employment opportunities for individuals with job readiness barriers and assists them to break the cycles of poverty, homelessness and addiction. Local youth would also be employed as partners with the landscapers to learn valuable food production and community development as well as help maintain the gardens.

The Aviva Community Fund, sponsored by Aviva Insurance, gives Canadians the chance to **share their ideas to create lasting change in their communities.** The most popular ideas, as chosen by Canadians will have a chance to share the \$1,000,000 Aviva Community Fund.

The grants are given to winners by way of an online voting contest. Please show your support for the Strathcona Green Zone by voting for our idea between October 4 and October 15. Every vote counts, so help us spread the word to your family, friends, and social networks, and help us make Strathcona literally greener!

Pledge your support today! Visit <http://www.strathconagreenzone.com/microgardens> and vote to help reduce crime, create green job opportunities and beautify Strathcona.

Mark Your Calendar

Strong Retail in a Weak Market

Friday, October 15th 2010 7:30am -8:30am

Strathcona Community Centre

RSVP deadline October 13th

Aviva Community Grant

October 4th -15th 2010

Vote today!

www.strathconagreenzone.com/microgardens

Strathcona Waste Drive

Thursday October 21, 2010

8:00am – 4:00pm

Patricia Hotel Parking Lot

403 East Hastings St.

Bike to Work Week Fall Station

Friday November 5th 2010

6:30am-9:00am

Location: Union & Hawks

Preparing Business for Tough Times

Wednesday, November 24, 2010

7:30am -8:30am

Strathcona Community Centre

601 Keefer Street

RSVP deadline November 18th

Strathcona Community Micro-Gardens

Imagine...

Turning this...



Into community micro-gardens, creating green job opportunities for local individuals with job readiness barriers and inner city youth.



The Strathcona Business Improvement Association proposes to create 20 to 30 community micro-gardens throughout the Strathcona neighbourhood. The gardens would be installed on business properties adjacent to public spaces in highly visible, underutilized areas such as next to sidewalks.

Depending on the nature and size of the location, the gardeners and the property owner would decide whether the plot should be a community garden, single-owner garden, or a living wall. Vegetation would consist of native perennials and edible plants.

The gardens would be installed by qualified landscapers of Mission Possible Enterprises, which provides employment opportunities for individuals with job readiness barriers and assists in breaking the cycles of poverty, homelessness and addiction. Local youth would be also be employed as partners with the landscapers to learn valuable food production and community development skills as well as help maintain the gardens.

Benefits of this project:

- *New opportunities for local food production*
 - *Street beautification*
- *Decrease the number of underutilized spaces, thereby reducing crime*
 - *Provide those in need and youth with green jobs*
 - *Intergenerational interactions*
 - *Community pride*

Pledge your support by visiting <http://www.avivacommunityfund.org/ideas/acf5454> and voting for the Strathcona Community Micro-Gardens. The contest starts October 4.

For more information on the Strathcona Green Zone visit www.strathconagreenzone.com
Twitter: @SBIA_GreenZone

