

**VILLAGE OF PORT ALICE
COUNCIL MEETING AGENDA**
TO BE HELD WEDNESDAY MAY 12, 2021 at 7:00 pm
IN THE LARRY PEPPER ROOM – COMMUNITY CENTRE



(1) CALL TO ORDER

We are privileged to acknowledge that this meeting is being held on the traditional territory of the Quatsino First Nations.

(2) ADOPTION OF AGENDA:

THAT the Agenda for the Meeting of the Village of Port Alice for May 12, 2021, be approved; AND THAT all delegations, reports, correspondence, and other information set to the agenda be received for information.

(3) DELEGATIONS: N\A

(4) MINUTES:

Pg 3-4

a.) THAT the Minutes from the Regular Meeting of April 28, 2021, be approved.

(5) OLD BUSINESS:

(6) COMMUNICATIONS:

Pg 5

a.) Letter re closure of Community Centre

April 20, 2021, Letter from Corrine Tiberghien, resident

Pg 7-15

b.) Press Release – 20 New Employment Positions Approved for Island and Coastal Communities

April 26, 2021, News Release from Island Coastal Economic Trust

Pg 17

(7) NEW BUSINESS:

(8) REPORTS:

a.) CAO Monthly Report

May 7, 2021, Report from Bonnie Danyk, CAO\CFO

(9) BYLAWS:

(10) QUESTION PERIOD:

(11) ADJOURNMENT:

THAT the meeting of the Village of Port Alice Council held May 12, 2021, be adjourned

INFORMATION ITEMS:

a.) April 30, 2021, AVICC Update – 2021 AVICC Resolutions

b.) April 29, 2021, City of Campbell River letter to Hon Katrine Conroy re Logging of at-risk old-growth forests in the province

c.) May 2021, Community Futures – Leading Edge Newsletter

VILLAGE OF PORT ALICE COUNCIL
REGULAR MEETING MINUTES
WEDNESDAY APRIL 28, 2021
AT SEA VIEW ACTIVITY CENTRE



Present Mayor Kevin Cameron
Councillor Holly Aldis
Councillor Bruce Lloyd
Councillor Sean Watson
Councillor Angela Yunker

Staff Bonnie Danyk CAO / CFO

CALL TO ORDER: 6:30 pm

RESOLUTION TO PROCEED TO CLOSED MEETING (6:30 pm)

44/21
Resolution
to go In-
Camera

Moved, Seconded and CARRIED

THAT the meeting be closed to the public to consider matters pursuant to the following sections of the Community Charter:

Section 90 (k) negotiations and related discussions respecting the proposed provision of a municipal service that are at their preliminary stages and that, in the view of the council, could reasonably be expected to harm the interests of the municipality if they were held in public;

RECONVENE: 7:00 pm

ADOPTION OF AGENDA:

45/21
Adoption of
Agenda

Moved, Seconded and CARRIED

THAT the Agenda for the Meeting of the Village of Port Alice for April 28, 2021, be approved; AND THAT all delegations, reports, correspondence, and other information set to the agenda be received for information.

CARRIED

DELEGATION: N/A

MINUTES:

46/21
Minutes
April 14

Moved, Seconded and CARRIED

THAT the minutes for the Regular Council Meeting held on April 14, 2021 be adopted.

COMMUNICATIONS:

Support for Love Story Foods Ltd.

47/21
Love Story
Foods Ltd.

April 22, 2021 Email from Chef Tina Tibbets, RSE

Moved, Seconded and CARRIED

THAT the Village of Port Alice Council write a letter of support for Love Story Foods Ltd. application for a grant through the Accelerating Manufacturing Scale-up Program

NEW BUSINESS:

2020 Village of Port Alice Financial Statements

48/21
2020
Financial
Statements

Moved, Seconded and CARRIED

THAT the Village of Port Alice 2020 Financial Statements be approved as presented.

REPORTS:

a) Accounts Payable Listing for March 2021

April 22, 2021, Report from Bonnie Danyk, CAO/CFO

b) Summary of Revenue & Expenses for March 2021

April 22, 2021, Report from Bonnie Danyk, CAO/ CFO

c) Fire Chiefs Monthly Report- March 2021

April 22, 2021 Report from G. Rose, Fire Chief

BYLAWS:

49/21
Bylaw 666
Tax Bylaw
for 4th
Reading &
Adoption

Bylaw 666, 2021 – Port Alice Tax Bylaw for 2021

Moved, Seconded and CARRIED

THAT Bylaw 666, Port Alice Tax Bylaw for 2021 be given fourth reading and adoption.

QUESTION PERIOD:

ADJOURNMENT:

50/21
Adjournment

Moved, Seconded and CARRIED

THAT the Regular meeting of the Village of Port Alice held April 28, 2021, be adjourned at 7:25 pm

I hereby certify the preceding to be a true and correct account of the Regular meeting of the Village of Port Alice Council held April 28, 2021.

Mayor

Chief Administrative Officer

April 30, 2021

To the Mayor and Council members of Port Alice,

I am disheartened to see the Community Centre will be closed for the summer again. Did the decision to close it for the whole summer have to happen right now? Could you have waited until after the current restrictions are lifted? With a little creative thought, I am sure the community centre staff could have worked out a plan to keep the computer room open and a way to allow families to use the gym or borrow tennis racquets for the outside court. With travel restrictions encouraged again this year, families will need something for children to do here in town this summer. Could we not have figured out a way to offer some 'summer camp' programs? I noticed the Gazette article about Port Hardy's recreation plans for the summer. We having a growing population with families and businesses moving to our Village and it seems to me that you have put a CLOSED for activities sign on the WELCOME to PORT ALICE sign.

Sincerely,


Corrine Tiberghien

Tanya

From: Island Coastal Economic Trust <info@islandcoastaltrust.ca>
Sent: Monday, April 26, 2021 10:00 AM
To: info@portalice.ca
Subject: 20 NEW EMPLOYMENT POSITIONS APPROVED FOR ISLAND AND COASTAL COMMUNITIES

[View this email in your browser](#)



Building a diverse and sustainable economy.



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Forward

20 NEW EMPLOYMENT POSITIONS APPROVED **FOR ISLAND AND COASTAL COMMUNITIES**

*Communities under 5,000 and Indigenous communities
strongly represented in second intake*

COURTENAY, 26 April 2021 – Twenty new, temporary term positions, across more than 17 rural communities, have been approved under the second intake of the Island Coastal Economic Trust's (ICET) economic recovery program, thanks to funding from the Province of BC.

Through both intakes to the Rural Business and Community Recovery Program (RBCRP), a total of 37 new positions will be created, to support communities with populations under 25,000. The \$1.83M in funding from the Province of BC will support 10 regional and sub-regional positions, 22 new jobs in communities under 5000 and 5 positions in other communities under 25,000.

“From the start of the pandemic, the B.C. government has been committed to seeing that people, communities and businesses receive the supports they need to fully recover and succeed in the long term,” said Ravi Kahlon, Minister of Jobs, Economic Recovery and Innovation. “This program helps ensure communities throughout the ICET region have the tools and resources to become stronger and more resilient.”

The second application intake, which closed April 9th, showed strong interest from communities under 5,000 and Indigenous communities, who will now have access to the resources required to tackle key challenges and opportunities.

“It is encouraging to see that 85% of funding in this second intake is being targeted to communities under 5000, with half of these projects situated in Indigenous communities,” says ICET Board Chair Aaron Stone. “Smaller, rural and remote communities have big needs. They also have big ideas that these resources will help bring to life.”

The wide variety of projects approved, across the entire program, reflects the diversity of approaches each community has taken in determining priority and direction. A range of positions – from inaugural Economic Development Officers to Business Recovery Advisors and Tourism Recovery Specialists – are among the types of temporary jobs to be created. Many communities, such as the Ka:yu:k't'h'Che:k:tles7et'h First Nations, are capitalizing on the opportunity to implement newly completed economic development strategies.

Regional and sub-regional initiatives will be deployed by Economic

Development Cowichan, Southern Gulf Islands Community Resource Centre Society and Sunshine Coast Tourism, providing targeted recovery services to broader geographic areas.

In communities under 5,000, community and business recovery activities will be served through new jobs in the Town of Port McNeill, on Cortes and Malcolm Islands, in the Villages of Port Alice and Gold River, with the Uchucklesaht Tribe Government, the Ka:'yu:'k't'h'/Che:k:tles7et'h' and the Kwikwasut'inuxw Haxwa'mis First Nations. These positions will each build on, or help support, the execution of economic development strategies, including capacity building, sustainable recovery initiatives, business development, investment attraction and the growth of a year-round economy.

In other rural and remote communities, the focus will be on hiring business advisory professionals to support business adaptation and development of new markets in response to the rapidly changing economy. This includes the Gwa'sala 'Nakwaxda'xw, Stz'uminus and Huu-ay-aht First Nations as well as the Town of Ladysmith and Bowen Island. In some communities, such as the Wei Wai Kum First Nation, work will focus on both Nation and member businesses, supporting recovery planning and adaptation, transition to digital operations and new business and market development.

All RBCRP jobs are expected to begin in the next month and must be completed before November 2022.

For more information on the Rural Business and Community Recovery Program, please visit our website: www.islandcoastaltrust.ca/recovery-programs

For more information on the first intake of the Rural Business and Community Recovery Program, please read our news release: <https://www.islandcoastaltrust.ca/news/new-employment-created-support-rural->

For a complete list of successful projects, please see the appendix below.

ICET gratefully acknowledges the financial support of the Province of British Columbia through the Ministry of Forests, Lands, Natural Resource Operations and Rural Development.

###

About the Island Coastal Economic Trust (ICET)

Created and capitalized by the Province of BC in 2006, the Island Coastal Economic Trust (ICET) mission is to create a more diverse and globally competitive Island and Coastal economy. In partnership with local and regional government, non-profits and indigenous communities, ICET serves nearly half a million residents. Funding and support for economic infrastructure and other economic diversification initiatives is delivered through a unique community centered decision-making process. Since inception, ICET has approved more than \$54 million in funding for over 240 initiatives. These investments have leveraged over \$270 million in new investment into the region creating more than 2500 construction phase jobs and 2650 long term permanent jobs.

For further information:

Amanda Fortier, Communications Officer

Island Coastal Economic Trust

Tel. 250-871-7797 *232

APPENDIX

Uchucklesaht Tribe Government: *Community EcDev Coordinator-* \$70,000

This new full-time position will support the development of economic development opportunities both on and off Uchucklesaht Lands. This will

include innovative approaches to economic recovery and resiliency, with a specific focus on pandemic recovery. The position will also support longer-term strategic economic development planning, implementation of identified market-focused strategies for Uchucklesaht's businesses, creating new markets for under-utilized resources, developing new tourism related business plans as well as strategies for citizen employment and increased economic self-reliance.

Town of Port McNeill: *Manager of Economic Development* - \$70,000

The full-time Manager of Economic Development will be primarily responsible for identifying and providing key community resources to help in near and short-term economic recovery initiatives. This new position will also implement the community economic development strategy and its key priorities. This includes support for current industry and business economic drivers, exploring new non-resource-based opportunities to support economic diversification and new technology related business opportunities, and a wide range of activities to support the growth of Port McNeill as a strategic business and service centre for northern Vancouver Island.

Ka:'yu:'k't'h'/Che:k:tl̓es7et'h' First Nations: *EcDev Coordinator* - \$60,000

This new full-time position will play a central role in coordinating KCFN community economic development, helping build resilience and supporting the expansion of business potential at a regional level. This includes implementing the priorities of the newly completed community economic development strategy, working in partnership with other regional stakeholders and identifying new business development, acquisition and partnership opportunities.

Southern Gulf Islands CRC Society: *Community EcDev Director* - \$70,000

This position will oversee all planning and development initiatives that improve the SGI communities' socioeconomic and business development. This includes

the implementation of the SGI2020 and Covid-19 economic recovery plans, consulting and advising businesses, organizations and investors, mobilizing resources for implementation of key initiatives, developing new partnerships and promoting the region's opportunities.

Wei Wai Kum First Nation: *Economic Recovery Coordinator* - \$65,000

This full-time position will provide a range of support within the Wei Wai Kum business community to maintain sustainable economic growth and foster future opportunities. This includes supporting Nation and member businesses to develop recovery plans, support access to financial recovery programs and grants, as well as transition to digital operations or other strategies to remain relevant in the current economy. The Coordinator will also support the Nation's broader economic development strategies, initiatives and new member or Nation business development.

Economic Development Cowichan: *EcDev Analyst* - \$70,000

This part-time position will coordinate delivery of direct business recovery supports in the rural areas of the Cowichan Valley Regional District. This will also include work with stakeholders and groups to implement sub-regional economic recovery initiatives and support to advance recently completed community economic development plans, such as those in Shawnigan Lake, Cowichan Bay and Cobble Hill.

Gwa'sala 'Nakwaxda'xw: *Digital Marketing Coordinator* - \$50,000

This full-time position will support the implementation of an enhanced and integrated digital marketing strategy to support the Nation's brand as a premier Indigenous tourism destination provider. As the region's tourism related businesses seek to regain market position after pandemic related curtailments, the Coordinator will engage the region and community to identify opportunities,

develop new digital capacity and tools, and ensure local and regional marketing efforts are aligned with other economic drivers and maximize potential for market expansion and growth.

Cortes Community EDA: *Community Recovery Coordinator/Liaison (2)* - \$46,000

These two part-time positions will provide one-on-one, community-based business recovery and advisory services. The position will also support broader implementation of community or regional economic recovery strategies, support supply chain management and coordination for local businesses as well as the development of new digital tools and services.

Huu-ay-aht First Nation: *Tourism Marketing Coordinator* - \$20,000

This full-time position will support the implementation of the HFN Hospitality LP's Tourism Destination Plan, as the Bamfield area reopens to visitor markets. Through the development of a well-defined marketing strategy, the Coordinator will help carry out market research and development, including the promotional campaigns and marketing packages for existing Tourism Industry businesses.

Sointula Resource Centre Society: *Community EcDev /Tourism (2)* - \$45,000

These two part-time positions will support the development and sustainability of the Malcolm Island economy. The Community Economic Development Officer will support individual business recovery, capacity and growth. The position will also identify community development projects, support food security, local markets and farms and identify and access funding opportunities. The Tourism Development Coordinator position will support local business digital skill building, digital tools, development of new visitor experiences and stronger collective marketing tools.

Stz'uminus First Nation: *Business Recovery Advisor* - \$50,000

This part-time position will support the Coast Salish Development Corporation (CSDC) group of businesses to reimagine and adapt their business models and strategies to address the challenges and opportunities of the post-pandemic business landscape. This will include an increased focus on digital delivery, domestic procurement and market diversification.

Village of Port Alice: *Economic Development Officer* - \$39,000

This new part-time Economic Development Officer position will oversee a range of local community economic recovery activities. This will include direct support to community businesses and support for the development of shovel-ready economic diversification initiatives. The Officer will also work with Vancouver Island North Tourism to create a tourism recovery program strategy and to develop appropriate digital marketing assets.

Ladysmith Chamber of Commerce: *Economic Recovery Specialist* - \$50,000

This full-time Economic Recovery Specialist will be responsible for developing programs and services to support immediate stabilization and recovery for business, including personalized one-on-one coaching and referrals. The Specialist will also be responsible for business retention and expansion information gathering, as well as the development of the response and supports to address both challenges and economic growth opportunities.

Sunshine Coast Tourism: *Tourism Recovery Specialist* - \$45,000

These two part-time positions will support tourism sector recovery and help elevate the Sunshine Coast's competitiveness as a preferred travel destination both nationally and internationally. This will include support for the implementation of community-based recovery projects and developing new

digital and mobile service offerings to support the many small communities of the Sunshine Coast, such as Gibsons, Roberts Creek, Sechelt, Halfmoon Bay, Pender Harbour and Egmont.

Kwikwasut'inuxw Haxwa'mis First Nation: *Community Dev-* \$42,000

This part-time, remote, position will support the Nation's development and capacity-building by providing targeted advice and referral to resources, implementing community and regional economic recovery strategies and securing much needed project and program funding.

Village of Gold River: *Economic Recovery and Resiliency* - \$50,000

This new position will provide individualized advisory services to businesses, non-profits and other eligible individuals to access economic recovery funding and supports. The position will also support the Gold River Economic Development Committee with the implementation of its recently completed economic development strategy, as well as oversee targeted tourism initiatives.

Tourism Bowen Island Association: *Tourism Recovery* - \$36,000

This part-time position will collaborate with local businesses, stakeholders and industry representatives to implement economic recovery initiatives. The position will also enable the community to "build back better" through key economic strategies, such as developing a year-round economy, fostering shoulder and off-season visitation, increasing sustainable visitation experiences and developing new markets to build lasting economic resiliency.





REPORT TO COUNCIL

To: Mayor & Council
From: Chief Administrative Officer
Date: May 7, 2021
Subject: Regular Report

Administration

Our internet was out intermittently for ten days. This made it very difficult to get work completed. Fortunately, Alex Higgins for Wolven IT was able to come over on May 6 and fix it and we are now able work productively again.

The Economic Development Officer position which is funded by ICET was posted, the closing date is May 28, 2021.

The Interpretive Signage RFP was posted on BC Bid and advertised in the North Island Eagle. The closing date is May 28, 2021. I have had three inquiries already from the BC Bid posting.

Rumble Beach Marina

Mark DeGagne and Zach Tillapaugh from McElhanney met with me and Mayor Cameron to discuss preliminary details regarding the Kayak Project.

The Marina Manager contract RFP has been posted. The closing date is May 15, 2021.

Finance

The final signed Village of Port Alice Financial Statements were received this week. I am working on our required submissions to the Province of BC.

The 2020 Annual Report and the 2020 Statement of Financial Position Report are in process. These reports are due in June.

Recreation

The Community Centre has closed for Recreational programming on May 1 due to Covid restrictions and declining use. Staff will closely watch the PHO advisories for any changes to the restrictions.

Covid vaccinations clinics were held in the Community Centre Gym in April and May.

Public Works

The transfer station is continuing to see heavy use. Staff is educating new residents regarding the rules for tipping waste. Bear aware information is being distributed via the Rumble Sheet.

Respectfully submitted,



Bonnie Danyk
CAO / CFO



Gateway to the Wild West Coast

INFORMATION ITEMS

From: AVICC <avicc@ubcm.ca>
Sent: Friday, April 30, 2021 12:34 PM
To: AVICC
Subject: AVICC Update - 2021 Resolutions Process, Convention Program Summary, Election for Executive, UBCM Excellence Awards
Attachments: 2021 AVICC Resolutions April 30.pdf

Please forward to elected officials, the CAO and Corporate Officer:

1. Convention Program Summary

The AVICC AGM and Convention Program includes:

- Annual General Meeting – President’s Remarks, results of the Executive election, receipt of Financial Statements, 2021 Budget and 2020 AGM minutes.
- Address from the Minister of Municipal Affairs, Honourable Josie Osborne, with Q&A Session
- Keynote Speaker – **Joe Roberts, Skid Row CEO**: *In 1989 Joe was a homeless drug addict on the streets of Vancouver. With the help of family and community champions, Joe’s life transformed. As you walk with Joe through the tough streets of East Vancouver in the 1980s, you will experience the depths and degradation of a former homeless drug addict, to the triumph of a successful entrepreneur and philanthropist.*
- 3 Workshops:
 - o Coping with COVID (panel with Minister of Mental Health and Addictions, Honourable Sheila Malcolmson)
 - o UNDRIP and Reconciliation (panel with Minister of Indigenous Relations and Reconciliation, Honourable Murray Rankin)
 - o Vancouver Island and Coastal Communities – Climate Leadership Plan
- Address and Q&A with UBCM President, Councillor Brian Frenkel
- AVICC Advocacy Discussion
- Greetings from Premier John Horgan
- Social networking events on Thursday night and at lunch on Friday for registered delegates.
- Prize draws for delegates and/or their communities.

The early bird registration deadline has been extended to Wednesday, May 5th. The link to register is <https://www.civicinfo.bc.ca/event/2021/AVICC>

2. 2021 Resolutions

The AVICC Executive met on April 16th to review the 46 resolutions received from members this year, and has finalized the 2021 Resolutions Process.

- Delegates who have registered for the Convention and who are elected officials of AVICC members will be able to vote on-line for resolutions between May 24th and May 26th. Delegates will be assigned specific voting credentials as part of their convention registration.
- Results of the on-line voting will be announced at the May 28th AGM and Convention.
- Resolutions will not be grouped in an Endorse “block” in 2021. This means that registered delegates will be able to vote on each resolution separately.
- Each resolution sponsor will be given the opportunity to record a three-minute speech on their resolution. The speeches will be made available on-line ahead of the voting period for delegates to view.

- The background information provided by members to support their resolution will also be distributed to delegates. Delegates will be able to contact the resolution sponsor directly with any questions about the resolution or their background information.
- Resolutions as set out in the final Resolutions Package cannot be amended.
- The sponsoring local government of a resolution may request withdrawal of their resolution through a Council or Board resolution submitted to AVICC by May 14th.
- All resolutions included in the resolutions report are considered moved and seconded by members of the AVICC Executive, and are on the floor for on-line voting.
- Due to the 2021 AGM and Convention being held virtually, Late Resolutions and Off-the-Floor Resolutions cannot be accommodated for the 2021 virtual AGM and Convention, and can be submitted directly to UBCM by their June 30th deadline.

The preliminary resolutions are attached to this email. The final resolutions for voting will be distributed in the Annual Report and Resolutions Package.

3. Election for 2021/2022 Executive

The election for the 2nd Vice President position, and for the three available Director at Large positions will be held on-line between May 24th and May 26th. Voting will be open to elected officials who are registered delegates for the 2021 AVICC AGM and Convention, and delegates will be assigned specific voting credentials as part of their convention registration. This is consistent with AVICC and UBCM usual procedure where registered delegates are eligible to vote. Candidate biographies, links to candidate speeches, and voting credentials will be sent out prior to the AGM and Convention. The results of the elections will be announced on May 28th.

4. UBCM Excellence Awards – Deadline Extended to May 21st

The deadline for UBCM's 2021 Community Excellence Awards has been extended by one week to May 21st. The awards recognize and celebrate UBCM members that have implemented projects or programs that demonstrate excellence in meeting the purposes of local government in BC. Applicants are encouraged to include any COVID-19 pandemic response actions and/or activities in their applications. The program guide with the award categories and the application form are available on the UBCM website at [2021 Community Excellence Awards](#).

Please contact avicc@ubcm.ca with any questions.



City of Campbell River
From the Office of the Mayor

29 April 2021

The Honourable Katrine Conroy
Minister of Forests, Lands, Natural Resource Operations and Rural Development
PO Box 90049 Stn Prov Govt
Victoria, BC V8W 9E2

Via email: FLNR.Minister@gov.bc.ca

Dear Minister Conroy:

Re: Logging of at-risk old –growth forests in the province

At their April 26 meeting, City of Campbell River Council received correspondence from Bob Brash, Executive Director of the Truck Loggers Association (TLA), outlining their concerns about the City of Nanaimo Council decision regarding logging of at-risk old –growth forests in the province. Mr. Brash further offered to brief several Vancouver Island councils on the TLA perspective on BC's forest sector and working forests.

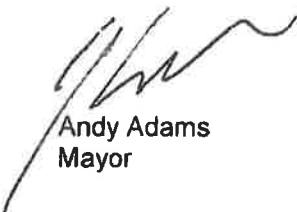
At the same meeting, City of Campbell River Council passed a resolution to contact you, Premier Horgan and Minister Osborne as well as BC MLAs to urge the Province that decisions made regarding the forest sector be based on facts and science.

Council believes that coastal forest operations are threatened by misinformation. Campbell River is a coastal forestry hub, and we view forestry as an essential component of economic recovery during and following the pandemic.

The City of Campbell River asks that you consider our concerns while making important decisions.

Thank you.

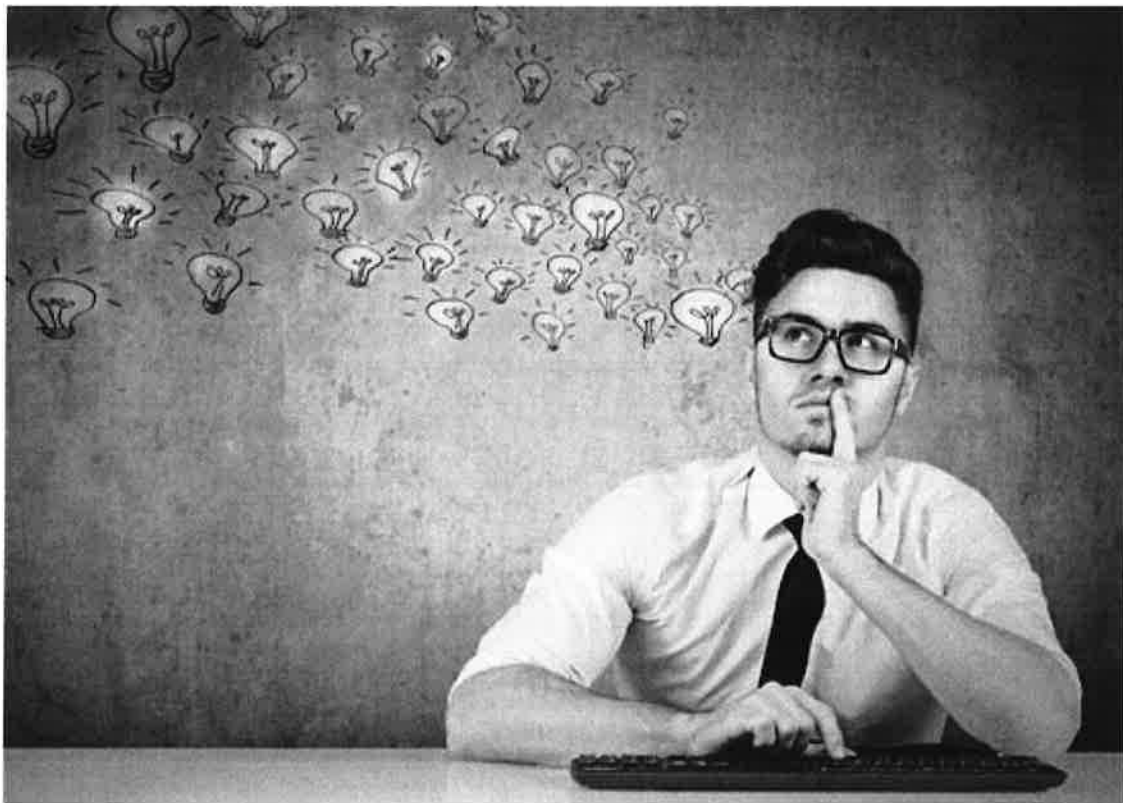
Sincerely,



Andy Adams
Mayor



The Leading Edge - Taking Care of Business



Nurturing an Entrepreneurial Mindset

No matter how big or small your business, the ability to think like an entrepreneur is vital to success. Often people think of entrepreneurs as people who launch businesses, grow them, and then sell them or open another business and build an empire. You know, Richard Branson, Elon

Musk and the like. But, that is only one kind of entrepreneur. What about the plumber or electrician who is working for a company and decides to become self-employed? They are entrepreneurs too. Then there are the people who have a sideline business making just about anything and selling it to supplement their income.

There are also entrepreneurial employees; those people who think outside of the box, or at least their job description, who are always looking to help make the company they work for bigger, better, and more profitable.

What all these people have in common is that they are most likely very successful. Having an entrepreneurial mindset means you are always thinking about how to do things better, and more to the point make more money.

Never before has it been as important to think in this way, whether you are employed, self-employed, or running a small business. Why? Because the world is changing at an incredibly rapid pace. Our parents lived their whole lives and enjoyed secure careers without a whole lot happening to change things. Discounting the two world wars, things moved on at a sedate pace.

Fast forward to the past 20 years and everything has changed. We went from renting videos at Blockbuster to streaming Netflix. PVR's made watching commercials on cable a thing of the past, or at least a choice. Cell phones went, from well, phones, to mobile computers, still and video cameras, voice recorders, and more. Texting became the communication method of choice for a large percentage of the population. The internet entered every aspect of our lives and social media's voice replaced sound journalism, leaving the door open to fake news.

Today, people can compare what you sell to your competitors' offerings in seconds, even while in your store or talking to you on the phone. All of these things changed the way companies do business and the way you sell and market what you produce. Some people and companies have prospered by taking advantage of the changes that are happening; take Amazon which now dominates the retail world. Those lacking an entrepreneurial mindset were late to the party when it came to selling online, some never even saw the need to have a website until relatively recently. Others saw their products and services become extinct. Anyone want to purchase some CDs?

Since then we've seen a pandemic change the way we live completely, and exponentially fast-forward online retail all but destroying bricks and mortar stores. The winners were those who thought entrepreneurially. Do you wish you had started a local courier service in 2018?

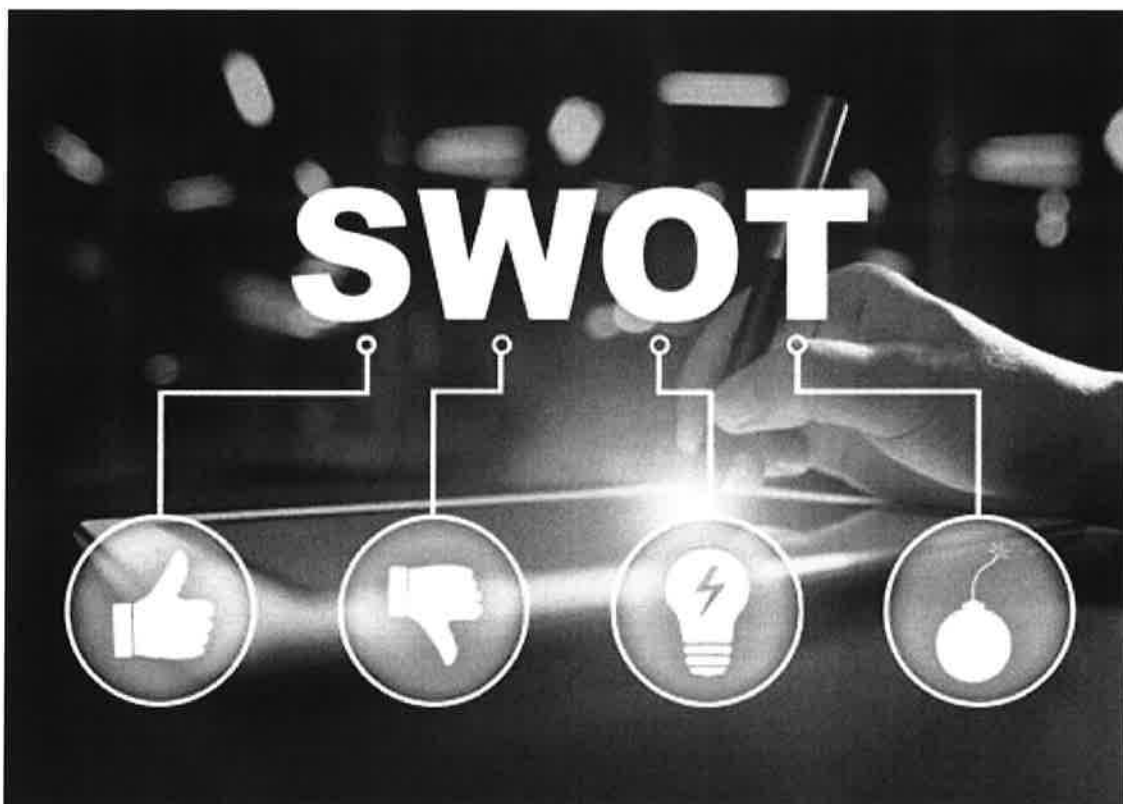
Looking back, the technological, social, and cultural changes that occurred since Y2K are nothing compared with what will happen in the next ten, twenty, thirty years. If you are employed, consider branching out on your own. If you run your own show, be prepared to reinvent yourself frequently - there's a bullet train headed your way.

Here are just a few things to make you think. If you are under 40 today you can expect to live well beyond 100 years and enjoy a healthier life - assuming you look after your body in between. You will retire much later and be retired for longer, have more careers, and reinvent your business several times over during the next thirty years. If you think the internet and technology will slow

down or level out, think again; the 40% of the world's population that don't currently have access will be online soon, very soon. And, 5G is here! Brain to Computer Interface (BCI) is a reality and already being used in healthcare - simply think and Google will do as you ask/think.

If all of this has you shaking your head, then you would be wise to start researching and reading about what the near future is going to look like. Once you do, then you can let your entrepreneurial mind loose on the incredible opportunities that will be open to those who can recognize the links between what they currently sell, what they could sell, their talents, and the new world.

To help you get started, check out authors Peter Diamandis, Stephen Kotler, and Ray Kurzweil; they are currently the most respected soothsayers of our future.



The Power of S.W.O.T. Analyses

The word swot means to study assiduously. It is often used as a derogatory term for someone who these days we would call a nerd. It's a classmate who does all of his or her homework on time and even, for heaven's sake, does extra because they enjoy it! Swotting is what you do prior to a test or exam.

A S.W.O.T. analysis, however, is a strategic planning method which if you have never used it before will surprise you with its simplicity and effectiveness. It is something you can use to assess your current situation during these pandemic and fast-changing times. It will also help you plan for the future. The acronym stands for Strengths, Weaknesses, Opportunities, and Threats.

To carry out a SWOT analysis, create a table with four columns each headed with one of the terms. Then, with your team, business partner(s), investors, or whomever you want to involve, look at each column in turn and create a list of things that apply.

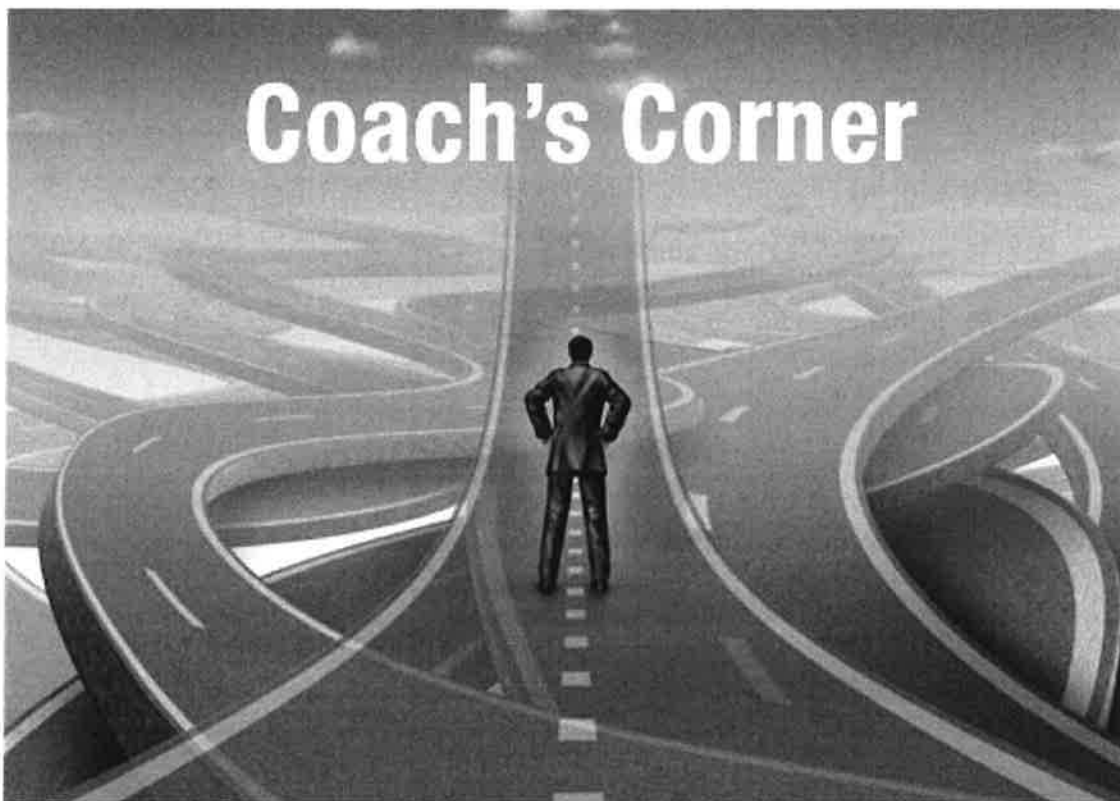
For instance, what are your company's strengths? Where do you perform well? In what ways are you better than your competition? Do you have excellent parking? Are you well located? Do you offer better guarantees or warranties? Do you offer online shopping? Is your web interface better than competitors? Do you offer quicker delivery? Are your staff friendlier? Are you financially secure – well-financed? You get the idea, list anything you can think of that is an advantage your business has over its competition.

What are your company's weaknesses? Take the list above and turn it on its head. Where does your competition outperform you? What things would you like to improve on, if you had the resources? Be honest – if not it's only you who you are cheating.

Once you review your strengths and weaknesses it should help you to recognize opportunities. Things you might promote to your customers, areas of potential growth, and of course things you could do better. Growth and prosperity lie in seizing opportunities. If you read the other article in this newsletter you will also see that understanding what the immediate, or near future might bring can also help you recognize opportunities (think technology, social and cultural change, etc.). Note these down too!

In the final column, you need to look hard at what could threaten your success. Threats can come from weaknesses, but they can also come from positive things like growth. They can come out of left field such as the current pandemic, or from new technology that opens up your market to greater competition (think Amazon, Netflix, and the like). List anything that might threaten your company over the next 12-months. For instance new competition, poor cash flow, equipment breakdowns, obsolete technology, outdated thinking, key staff leaving, etc. Then add things that might potentially affect your business over the next decade. The earlier you identify threats the better.

Once you have your SWOT analysis, refer to it continually as you start to pull your business, or strategic plan together. It will help keep your feet firmly on the ground as you plan the future of your business.



Coach's Corner - Reflecting on Covey's Seven Habits (Part I)

The 7 Habits of Highly Effective People by Stephen R. Covey has been on my bookshelf since it was first published in 1989. Although over 30 years old, this classic Covey book still holds some valuable lessons for us all.

Over the years, I have read and reread the book and often leaf through it for nuggets of wisdom. It is one of those books that contains so much to reflect upon and incorporate into both our personal and professional lives.

Covey's 7 habits are 1. Be Proactive; 2. Begin with the End in Mind; 3. Put First Things First; 4. Think Win/Win; 5. Seek First to Understand...Then to be Understood; 6. Synergize; and 7. Sharpen the Saw. Each of the habits alone, and in conjunction with each other, provide concepts that promote personal growth and change.

In this article, I would like to explore the first three habits as they relate to what Covey calls the "private victory" where someone moves from dependence to independence.

1. **Be Proactive.** This essentially means we need to take the initiative when faced with any sort of stimuli. As humans, we have the freedom to choose our response and for every stimuli we have multiple choices. The key is to be self-aware and mindful and avoid reacting without first thinking about your response. Ask yourself, what can I do to be more proactive in my life?
2. **Begin with the End in Mind.** Often, in our professional and personal lives, we create an idea about what we would like to see in the future. These can be individual goals, those for our family, or those for our organization. Identifying and envisioning what things will

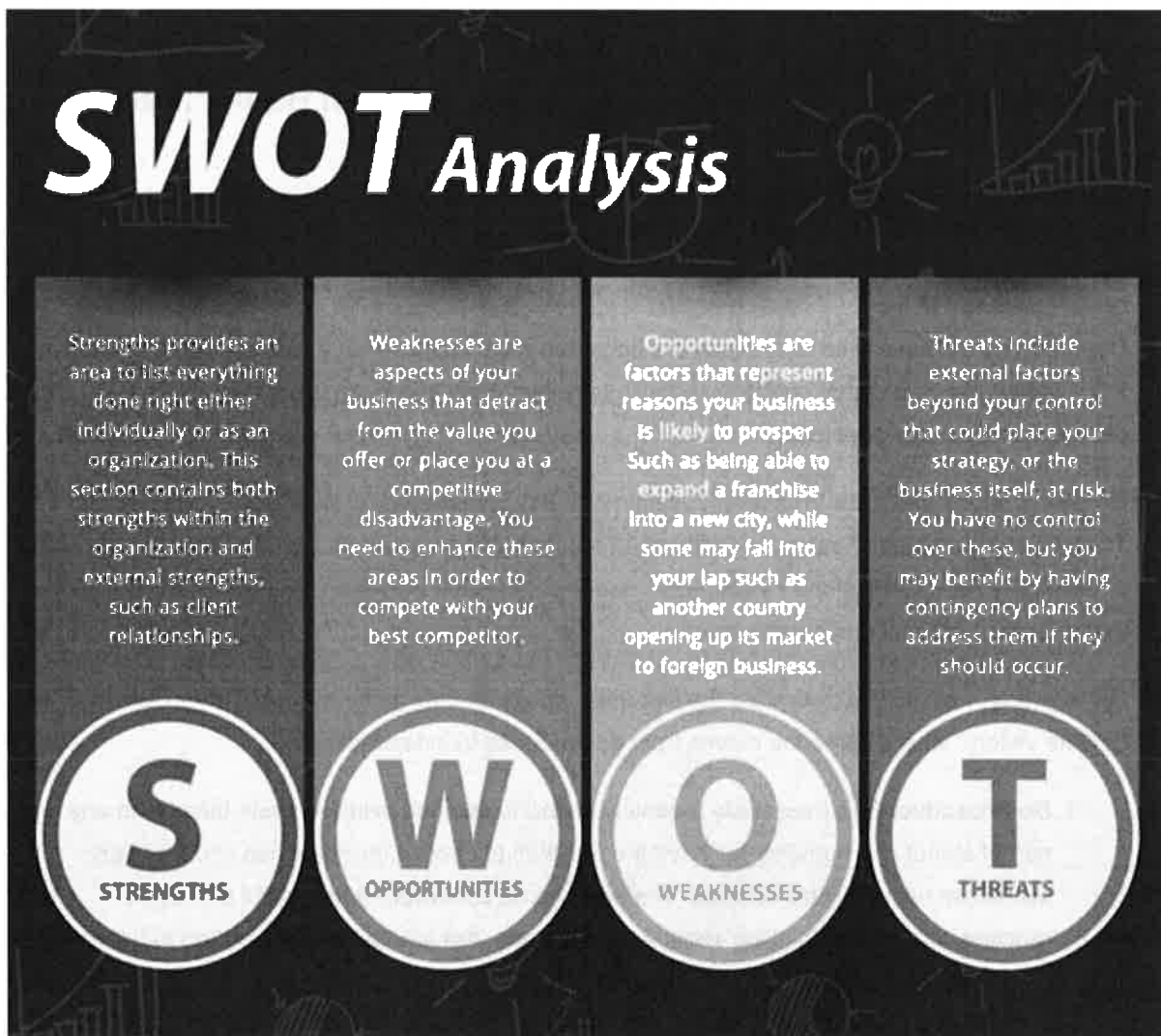
look like in the future is the first step to creating that future. The second is to put your vision down on paper and outline the steps you will take to reach your ultimate goal. What are your important goals? Is there one in particular on which you want to focus?

3. **Put First Things First.** This third part of the “private victory” is based on the Time Management Matrix in which we find 4 quadrants—Urgent/Important; Not Urgent/Important; Urgent/Not Important; and Not Urgent/Not Important. In all aspects of our life, be they personal or professional, we really need to focus on the first two quadrants that outline what is important. Working with intent, you need to ask the following question: What is the most important thing I should be doing?

When you incorporate the three habits outlined above, you will find yourselves working more effectively and feel that you have accomplished something worthwhile.

In next month’s newsletter, I will focus on the remaining four habits.

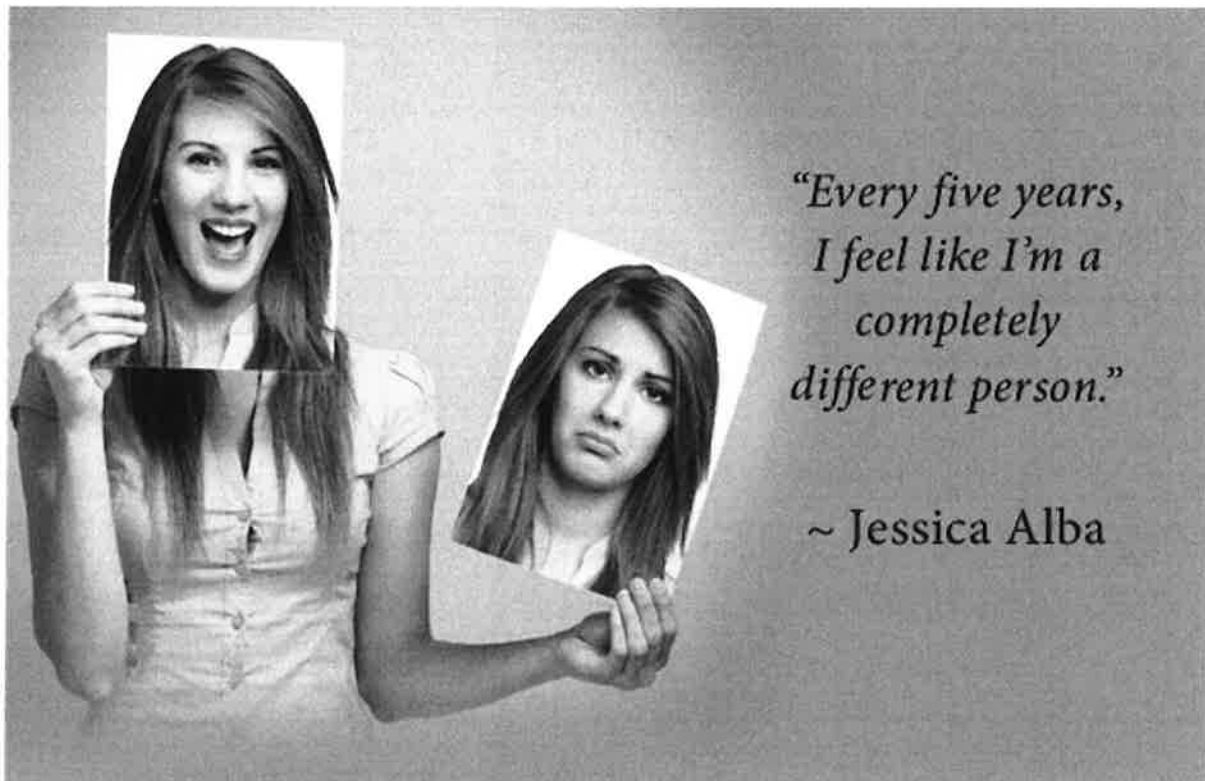
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