

MBOT *Looks Back*

Accomplishments & Initiatives of 2008

Message from 2008 Chair - Jake Dheer

This past year can be characterized as a year of positive change for Mississauga Board of Trade (MBOT). Four notable events of significance included: several staffing changes at MBOT, including the hiring of a new President & CEO (through the selection committee, I would have to say that securing Sheldon Leiba for this position was one of this year's greatest achievements); successful launch of the Research Innovation Commercialization (RIC) Centre; launch of the commemorative coffee-table book on Mississauga's 30 years of innovation, leadership and success; and finally, charting a long-term strategy for the organization through our comprehensive strategic plan.

It was very evident early in the year that the Board of Directors needed to steer the organization towards a different path than where it was previously destined. We were up for challenge and I am always up for change as change generally leads to greater things. With new leadership and direction, in the latter half of 2008, we were already experiencing very positive activities, growth and momentum.

I would like to thank our Board of Directors who is the epitome of leadership, professionalism and dedication and in particular, Past Chair, Eva Liebermann, who was always there for inspiration, guidance and mentorship.

Equally, I am thankful to the staff, past and present, who made this a learning and fun year for both. Their determination to see the organization succeed is clearly visible daily in their hard work and dedication.

We are very grateful to the many sponsors, partners, Ambassadors, volunteers and other members of our community who supported and continue to support the Mississauga Board of Trade. The Board of Trade is only as strong as we collectively make it....and, this year, we did!

We had several successful and sold out events including the Mayor's Address, Golf Tournament, Business Awards of Excellence and numerous MBX, Good Morning Mississauga and other events, that keep getting better.

As the *voice of business*, policy advocacy on behalf of the interests of our members is a strong focus in our new strategic plan. We have a new Policy & Government Affairs Committee and have established good relations with our political and government officials. I would like to recognize in particular Mayor Hazel McCallion, who continues to champion the cause of business in our city, and is a great supporter of MBOT.

I can, with great enthusiasm and conviction, say that this was a year of positive change. With a strong strategic plan that promises improved programs and services, membership growth, financial stability and unprecedented member engagement, coupled with a great team of Directors, management, staff and member volunteers, we are well positioned to be one of the leading business organizations in Ontario and Canada.

CHAIR'S MESSAGE

> page 1

POLICY & GOVERNMENT DEVELOPMENT

> pp 2-3

MEMBERSHIP & NETWORKING

> page 4

COMMUNICATIONS

> page 5

SPECIAL EVENTS

> pp 6-7

STAFF APPOINTMENTS

> page 8



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INREVIEW

Policy & Government DEVELOPMENT

MBOT assembled task forces made up of skilled business professionals from our membership. These teams dealt with specific policy and advocacy issues affecting Mississauga businesses:

Family Day Task Force

This group dealt with the Retail Business Holiday Act which pertains to retail closings on statutory holidays. Under RBHA, Toronto has the right to determine whether or not retailers can open on statutory holidays - Mississauga does not have that same right. Mississauga retailers are forced to stay closed while their competitors remain open. This task force quickly contacted government officials and drafted formal letters to express their concerns with the disadvantage Mississauga businesses must deal with as a result.

Pharmaceutical Task Force

This group met to discuss the future of this sector in Mississauga. Concerns about ensuring Canada's competitiveness through policies that foster innovation in the R&D pharmaceutical industry were addressed, including timely drug approval and streamlining approval processes.

Big Business Brains Trust

Members of Big Business Brains Trust identified and developed a list of municipal, provincial and federal issues, both cross-sector and sector-specific. Topics identified included: Infrastructure concerns including gridlock and reliable energy, regulatory and government policy including zoning as well as foreign trained professionals.

Launch of RIC Centre

MBOT was pleased to welcome into its suite of programs the Research, Innovation and Commercialization Centre, a new resource for local entrepreneurs that provides assistance in bringing their innovative products and services to market in the areas of aerospace, advanced manufacturing and life sciences. RIC is a not-for-profit organization created through partnership with MBOT, University of Toronto Mississauga and the Ministry of Research & Innovation.

The official launch was held on June 18, 2008 and welcomed prominent members of the business community including: Regional Chair Peel Region Emil Kolb, Mississauga Mayor Hazel McCallion, Ulli Krull from University of Toronto Mississauga, Charles Plant from MaRS, and a number of "Ricks" - Rick Drennan from Mississauga Business Times, Rick Spence from the National Post, Rick Holden from Best Buy Insurance and Richard Fine from RMF Design & Manufacturing Inc.

Mississauga Board of Trade is fortunate to work with many different organizations in the community. During the last fiscal year, MBOT has partnered with many organizations:

Canadian Chamber of
Commerce
Co-operative programs with
community high schools such
as Streetsville Secondary
School
Communities in Bloom
Credit Valley Hospital
Foundation
Economic Development
Advisory Council
Economic Development Office
City Council of Mississauga
Greater Toronto Airports
Authority
Greater Toronto Transportation
Authority
Healthy City Stewardship
Alliance
Hong Kong Canada Business
Association
Human Resource and Service
Development Canada
International Trade Canada
JobsNow
Ministry of Finance



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Policy & Government DEVELOPMENT

MBOT attends Ontario Chamber of Commerce AGM

In May, Mississauga Board of Trade attended the OCC 2008 Annual General Meeting. Delegates representing boards and chambers from across Ontario debated policy resolutions supporting a competitive and prosperous business economy. MBOT had two policy resolutions adopted at the event:

- Leave No One Behind: Certification for Workers with Intellectual Disabilities
- Promoting Workplace Health in Ontario

MBOT attends Canadian Chamber of Commerce AGM

Approximately 66 policy resolutions were discussed and debated at the 2008 Annual General Meeting of CCC. MBOT's President & CEO Sheldon Leiba participated, and MBOT presented a policy resolution, Pharmaceuticals - Healthcare as an Economic Driver, that related to supporting the advancement of the pharmaceutical sector and which received unanimous support.

Call for volunteers to join MBOT Policy Committee

In late 2008 MBOT put out a call for interested members to join MBOT's Policy & Government Affairs Committee to contribute to the strong advocacy efforts that help improve the competitiveness of business in the city. This committee will meet monthly beginning November 2008, to review, discuss and develop advocacy strategies that deal with issues at all levels of government. Interested members can contact MBOT's President and CEO for more information.

Federal Election - All Candidates Debates

As a service to the community, Mississauga Board of Trade was pleased to have teamed up with Rogers TV Peel to organize, host and tape all-candidates debates for the six Mississauga-related federal ridings. MBOT's President moderated all of the debates, and provided commentary on Rogers TV.

"We are proud to recognize Mississauga Board of Trade as an effective, responsible, and well-managed organization, that is making a difference in its community and keeping the 'Voice of Business' loud and strong."

Nancy Hughes Anthony, Former President & CEO of Canadian Chamber of Commerce

Ministry of Transportation
 Ministry of Public
 Infrastructure Renewal
 Ministry of Small Business &
 Entrepreneurship
 Mississauga Business Enterprise
 Centre
 Mississauga Crime Prevention
 Association
 Mississauga International
 Investment Development
 Board (MIIDB)
 Ontario Chamber of Commerce
 Ontario Trillium Foundation
 Region of Peel
 Sheridan Advisory Group
 Smart Commute
 Team Mississauga
 Trillium Health Centre
 University of Toronto at
 Mississauga Principal's
 Advisory Group
 Western Greater Toronto Area
 Convergence Centre



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INREVIEW

MEMBERSHIP & Networking



MBOT has re-evaluated its member benefits to ensure that a wide range of savings and services are available to meet the varied needs of our members. In addition to cost-savings benefits, Mississauga Board of Trade has continued to offer a number of networking opportunities - at least two a month for the majority of each calendar year:

- **Good Morning Mississauga (GMM)** is our morning breakfast event, held from 7:30 - 9:30 a.m. This host-sponsored event takes place on the second Wednesday of each month.
- **Mississauga Business Xchange (MBX)** is an after hour event from 5 p.m. to 7 p.m. MBX is a unique opportunity to combine business with pleasure at the end of your work day.
- **Speed Networking** is an exciting, structured networking event designed to guarantee attendees with face-to-face business interaction. Attendees move to and from different "hot spots," where they will engage in fast-paced networking.

New Member Benefits:

- **Payworks Payroll & HR Services:** Payworks leads the way in cutting edge technology with an easy-to-use payroll product. Mississauga Board of Trade members can take advantage of 15% - 25% savings on services;
- **Rogers Business Services:** As a Mississauga Board of Trade member, you get special savings on phone, Internet and TV services for your business - save 20% on business services you use every day, saving up to \$800!
- **Direct Energy Savings:** Direct Energy Business Volume Discount Program for energy procurement. Through this program, members can combine their consumption volumes to achieve cost savings through high volume energy pricing. To find out more, please visit www.directenergy.com/mbot.
- **Member Referral Program:** Members now have the opportunity to gain from referring other companies to the board of trade - throughout the year at our networking events MBOT promoted its referral program, which awards a prize valued at \$200 for each successful referral.

Information on all of MBOT's member benefits can be found on mbot.com.

MBOT MEMBER BENEFITS:

- Allstream / ITP Long Distance Rates
- Group & Home Auto Insurance
- Chamber of Commerce Group Insurance Plan
- Esso Business Card Program
- Kanef Golf Discounts
- Port Credit Yacht Club
- Telecommunications Savings with Inline Communications
- TD Merchant Services
- Member-to-Member Discounts
- Certification/Notarization of Documents
- Meeting Room Facilities



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Communications & Publications

Internal and external communications are vital to the success of every organization. MBOT communicates with our members through various publications and provides information on policy issues and new events that affect businesses in Mississauga as well as providing our members an opportunity to promote their organizations.

mbot magazine

Mississauga Board of Trade wanted to ensure members received their magazine on a regular basis, and adopted a bi-monthly distribution schedule to achieve this. Magazines were released in January, March, May, August, October and December of 2008.

October and December issues (numbers 5 and 6) introduced changes to mbot's content. Mississauga Board of Trade wanted to showcase news and events that were member-focused. New departments added to the magazine include:

- *Member Spotlight*: recognizes announcements and special achievements from our member companies
- *RSVP - Events not to be Missed*: Special events held by members or other organizations that are of value for our members to attend.
- *Welcome New Members*: recognizes new members that have joined MBOT
- *Thank You Renewing Members*: recognizes members that have chosen to continue membership with MBOT

Mississauga Board of Trade would also like to encourage member articles and is changing mbot's editorial calendar so that there are more opportunities for members to submit pieces. In each issue, mbot will include an article on IT, HR, Business Management, Finance and Communications. If you have a story idea that would fit any of these categories contact the mbot office and we'll be sure to get your piece in at the earliest opportunity.

e-Bulletin & Policy & Politics

MBOT began alternating our e-Bulletin with a second e-newsletter, Policy & Politics. We have received positive feedback on this newsletter and it will stay on as a regular MBOT publication. Over 2008 MBOT saw an increased interest in Business Marketplace advertising - a special discounted price (\$50 plus GST) was introduced and due to the positive response it will remain as the pricing per ad.

mbot.com continues to evolve in 2009

Mississauga Board of Trade continues to improve upon its website, and will introduce significant changes in 2009 to make the site more user-friendly and provide more value through an enhanced online membership directory.

MBOT COMMUNICATIONS:

mbot magazine

e-Bulletin

Policy & Politics

Membership & Business Directory

In-Review

mbot.com

Member Handbook

Policy Statements

e-Blasts



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Special Events

Our sincere thanks to our members for making each of our events a great success.

Business Awards of Excellence 2008

Honouring the exceptional achievements of Mississauga's business community, MBOT's Business Awards of Excellence was held at the brand new Conference Centre at the International Centre in November. Award recipients included:

- Large Business of the Year - Magellan Aerospace Corporation*
- Small Business of the Year - TimeTECH Canada Inc.*
- Business Person of the Year - Peter R. Smith, President, Andrin Limited*
- Sam McCallion Small Business Community - Mississauga Convention Centre*
- Corporate Governance - Greater Toronto Airports Authority*
- Environmental Excellence - City of Mississauga*
- Entrepreneur of the Year - Brian Bickford, Pendleton Translations Ltd.*
- Nurturing Success - GlaxoSmithKline*
- Technology & Innovation - The Pressure Pipe Inspection Company Ltd.*
- Business & The Arts - The Mississauga News*

In July MBOT once again entertained business leaders from across Mississauga at its **32nd Golf Classic** held at BraeBen Golf Course. Under lots of sunshine participants engaged in 18 holes of golf, putting games, on-site massages, and enjoyed a barbecue lunch and gourmet dinner. The winning foursome was Citi Fund Services.

The **31st Annual Chairman's Gala** was held on April 18, 2008 at Mississauga Convention Centre, honouring 2007 Chair Eva Liebermann of Mary Kay Cosmetics. Eva is a long-time resident of Mississauga and contributed very successfully to MBOT initiatives including participation in our Business Mission to China. The event featured keynote speaker Dr. Roberta Bondar, who spoke about effective vision and leadership.

In September 2008, MBOT welcomed over 250 attendees to its **Annual Mayor's Address**. The sold-out event featured an engaging keynote address by Mississauga Mayor Hazel McCallion, who touched on Mississauga's successes, its needs for continued growth, and commented on the business communities needed involvement in the October election. The event ended with a special presentation to the Mayor, recognizing the 30-year anniversary of her leadership in Mississauga.

On August 14, 2008, MBOT hosted **Politicians Appreciation**. This event provided the participating members with an opportunity to interact with key government representatives and to learn about new business opportunities in Mississauga. Politicians in attendance included:



JANUARY 2008
High Impact Sales

MARCH 2008
Building Bridges for Business: Why Maintaining Canadian Infrastructure Matters

APRIL 2008
31st Annual Chair's Gala

MAY 2008
Meet City Hall

JUNE 2008
How to do business with Pakistan India: Investment & Trade opportunities

JULY 2008
32nd Annual Golf Classic

AUGUST 2008
Politicians Appreciation

SEPTEMBER 2008
Annual Mayor's Address

OCTOBER 2008
All Candidates Debate

NOVEMBER 2008
Annual Business Awards of Excellence

DECEMBER 2008
Annual General Meeting



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Special Events

- Mr. Omar Alghabra - MP - Mississauga-Erindale
- Mr. Navdeep Bains - MP - Mississauga-Brampton South
- Mr. Wajid Khan - MP - Mississauga-Streetsville
- Mr. Gurbax Singh Malhi - MP - Bramalea-Gore-Malton
- Mr. Bob Delaney - MPP - Mississauga West
- Mr. Peter Fonseca, MPP - Mississauga East
- The Honourable Harinder Takhar - MPP - Mississauga Centre
- Ms. Sue McFadden - Councillor - Ward 10

MBOT launched its **High Impact Series** this past January with the first of several professional development events focused on different aspects of business operations. This first full-day session, High Impact Sales, featured keynote speakers from Microsoft, Samsung Electronics Canada and RBC Life Insurance, as well as break-out sessions on:

- Powerful networking
- Technologies in sales
- Selling services vs. selling products.

High Impact events are planned for 2009, including Customer Service and Marketing & Branding.

MBOT also hosted business seminars to educate our members on policy-related issues:

India: Investment & Trade Opportunities

In June MBOT welcomed Mr. Prashanth Nair, trade commissioner, New Delhi, who spoke about the booming ICT and biotechnology sectors in India and outlined how Mississauga businesses can take advantage of this economic climate.

How to do business with Pakistan

Also in June, MBOT hosted a networking opportunity with a business trade delegation from Pakistan. The informative session included roundtable discussions with Pakistani business executives and their Mississauga counterparts representing the ICT sector, banking, health care and media among others.

Building Bridges for Business: Why Maintaining Canadian Infrastructure Matters

Held in March, MBOT presented this executive luncheon panel discussion feature Mayor McCallion and the president & CEOs of Canadian Chamber of Commerce and Ontario Chamber of Commerce. Each panelist that the municipalities need federal government investment to upgrade their infrastructure.

BY THE NUMBERS:

Number of GMMs: 11

Number of MBX: 5

Number of
Speed Networking: 2

Number of
Special Events: 5

Number of
Business Seminars: 3

SAVE THE DATE:

MBOT will recognize the achievements of its 2008 Chair Jake Dheer at a gala event with a Bollywood-inspired theme, "Masala Fusion". The event will be held on May 7, 2009, at Mississauga Convention Centre.



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Staff Appointments

Mississauga Board of Trade has experienced significant changes in staff over the past year. While MBOT was sad to see talented staff go, we wish them much success in their future endeavours, and are pleased to welcome new faces to the MBOT office that bring with them new ideas and strong skill sets to further the objectives of MBOT:

President & CEO - Sheldon Leiba
Administrative Assistant - Camille Sirkissoon
Member Relations - Jeff Bowman
Membership Development - Doug McBryde

MBOT also recognizes the staff members that have remained with the organization:

Business Development: Sonia Ojha
Finance & Administration - Monika Rumin
Communications - Jennifer Jodha
Advertising Sales - Jim Campbell

On behalf of the members of Mississauga Board of Trade, we also extend our appreciation to the many volunteers who have dedicated their expertise and time in support of MBOT activities, events and committees.

DIRECTORS:

Affimex Customs & Trade Services, Enersource Corporation, Fielding Chemical Technologies Inc., Greater Toronto Airports Authority, Hatch Energy, Hyperactive Communications Inc., Kriscor & Associates, Solutions for HR Inc., Tech-Con Automation Inc.

EXECUTIVES:

Citigroup Fund Services Inc., CSI Group (Canada) Inc., Keyser Mason Ball LLP, Mary Kay Cosmetics Ltd., PricewaterhouseCoopers LLP, RBC Insurance Services Inc., Rogers TV Dufferin-Peel

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