



BRITISH COLUMBIA UPDATE

January 10, 2008

2008 BC Office Referrals:
3 of 100 = 3%

BC Fax Campaigns:
Property Tax Fairness @ 2002
Labour Shortages @ 627

TOPICS

- [Marketing the Parking Tax Victory](#)
- [New! Monthly Bill Good Radio Segment Aired Across BC](#)
- [Laura Featured in BC Business Magazine](#)
- [Member Services Success Story – \\$5,000 Back from CRA!](#)
- [BC Action Report Drives Member Services Calls to a New High](#)
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MEDIA

- [BC: Article in The Province regarding GST cut dated January 2, 2008](#)
- [BC: Article in The Province regarding QBB dated December 20, 2007](#)
- [BC: Laura interviewed on CKNW regarding small business challenges on January 8, 2008](#)
- [Chilliwack: Article in The Times regarding property tax report dated December 28, 2007](#)
- [Comox Valley: Article in The Record regarding QBB dated January 4, 2008](#)
- [Kamloops: Laura interviewed by CHNL regarding naughty and nice list on December 20, 2007](#)
- [Kamloops: Laura interviewed by CHNL regarding QBB dated December 19, 2007](#)
- [Kelowna: Article in The Cariboo Press regarding GST checklist dated December 26, 2007](#)
- [Nanaimo: Article in The Daily News regarding older workers dated December 20, 2007](#)
- [Okanagan: Article in The Okanagan Saturday regarding SQL dated December 22, 2007](#)
- [Peace Arch: Article in The Peace Arch News regarding parking tax dated January 3, 2008](#)
- [Prince Rupert: Article in The Daily News regarding property taxes dated December 24, 2007](#)
- [Vancouver: Article in 24 Hours regarding GST cut dated January 4, 2008](#)
- [Vancouver: Article in The Sun regarding holiday shopping dated January 3, 2008](#)
- [Vancouver: Article in The Sun regarding QBB dated December 20, 2007](#)
- [Vancouver: Article in The Sun regarding consumer demand dated December 20, 2007](#)
- [Vancouver: Article in The Sun regarding charitable giving dated December 19, 2007](#)
- [Vancouver: Article in The Sun regarding older workers dated December 15, 2007](#)

- [Victoria: Article in The Times Colonist regarding QBB and economic outlook on Dec 22, 2007](#)
- [Whitehorse: Article in The Star regarding GST cut dated January 2, 2008](#)

ATTACHMENTS

- [Falcon Letter](#)
- [BC Business Interview](#)
- [Mandate Letter](#)
- [Yukon Hansard – CFIB mentioned](#)
- [Parking Tax Ad](#)

MEETINGS

- [January 11th, Glen Ringdal, New Car Dealers Association of BC](#)
- [January 15th, Steering Committee for Small Business Education Group](#)
- [January 17th, David Pool, Senior VP, BC & Yukon Region, Scotia Bank](#)
- [January 29th, Small Business Roundtable board meeting](#)

Marketing the Parking Tax Victory

January is a great time to remind members, particularly those in Metro Vancouver, that we saved them a considerable amount of money this year by eliminating the much-hated parking tax. The tax cost businesses an average of \$1200 a year and caused 12 percent of members to tell us they were considering relocating outside the region as a result. January is the month when the notices telling businesses how much of their property would be subject to the tax arrived—but there are no notices this year because there is no tax. I bet that is one piece of mail that is not missed! Next week ads celebrating this will appear in papers across Metro Vancouver (see attached). We also did a radio ad in December and sent e-mails to all our Metro Vancouver members. Let's celebrate this victory and make sure that small business knows who led the charge!

To help with this, we just got a great letter from the Minister of Transportation congratulating us on the victory (see attachments). The best lines are: "The tenacity with which CFIB led the campaign to scrap the tax was truly impressive. Without your efforts, the much reviled parking tax would likely still be in place." He also talks about how pleased he was to get our recent survey results. It doesn't get much better than that.

Monthly Bill Good Radio Segment Aired Across BC

Laura has started a new monthly radio segment on the Bill Good Show that will air across the province on the first Tuesday of every month from 11:00-11:30 am. Bill Good will interview Laura and one of our members on a topic of interest to small business and the general community. This past

week Laura did a show on the general challenges of running a small business today. Laura had a member from Surrey join her in the studio. There were great contributions from the callers into the show. Furthermore, host Bill Good recommended that a caller join CFIB after calling in with a challenge facing his business! Free advertising doesn't get much better than that. A big thanks to John Whitehead for helping us get this set up.

If you know of any member that likes to talk about their business and might be willing to speak to CKNW or any other media, please let Nicole know. We are frequently asked to provide members for media stories, and it helps us immensely to have a list of members on-hand that we can consult. It is great (free) promotion for their business, and it often gives CFIB an edge over other groups in the media.

Laura featured in BC Business Magazine

This month's BC Business magazine features a four-page article with Laura, Minister Thorpe and one of our members having a round-table discussion on various issues such as red tape and labour shortages that are of interest to our members (see attached). A couple of members have already seen and commented on it.

Member Services Success Story – Member gets \$5,000 Back from CRA

District Managers may remember a story we told in August of 2007 regarding CRA's new policy of fining business owners for paying their remittances in person. One of our members was fined \$5,000. His offence? He paid his GST Quarterly Remittance at the Surrey Tax Centre 7 days early. We were outraged on his behalf and wrote to the Minister of Revenue questioning the fairness of this practice and asking for help. Laura also met with the Commissioner of CRA Regional Operations on several occasions to express our concern over CRA's actions in this case.

A week before Christmas we heard from the Commissioner that our member could be hearing some good news shortly. We immediately let our member know. Just a few short days before Christmas the member called to express his thanks as CRA had confirmed that his money would be returned. The Commissioner told Laura "this is a result of CFIB's work." This instance is another example of how CFIB can make a real difference in the bottom line for small businesses.

BC Action Report Drives Member Services Calls to a New High

As DMs know, we recently retooled the BC Action Report to put an emphasis on encouraging members to phone in to member services on issues where we are most able to be helpful. These calls are a win-win-win. The office can easily help, the member is happy and the member is more likely to renew. We are pleased to report that this strategy is working! In the last 3 months of 2007, the BC Office saw a 65% increase in the number of calls over the same period last year and November was a record-breaking month for calls. Over 230 additional calls came in, and all were easily handled, because it was apparent that the members were going down the BC Action Report Member Services List: Apprenticeship funding, Employment Insurance, Privacy, and WCB. A huge

thanks to all our District Managers that have been using the BC Action Report with members! If you have any comments or suggestions regarding the Action Report, we would love to hear them.

Welcoming Brian Bonney!

We would like to welcome to CFIB our new BC Director, Brian Bonney. Brian joins us with an extensive background in business entrepreneurship, having started many small businesses himself. Brian starts January 14th. He is a great addition to our strong BC team!

