

the view

The voice of London Business

London
Chamber
of COMMERCE

Upcoming CHAMBER EVENTS

MARCH 24 • Business Achievement Awards

MARCH 25 • MEGA Business After Five

APRIL 15 • Business After Five

LF6-401-4911



FED BUDGET SETS GAME PLAN: NOW GOVERNMENT MUST DELIVER

Most Chambers of Commerce across the country welcomed the federal government's strategy to achieve its recovery plan, to return to balanced budgets and to promote a more innovative and competitive economy. In fact it was these very points that the London Chamber delivered to the Prime Minister in the weeks leading up to the federal budget.

Our members told us that they are worried about the federal deficit. We're glad that the government responded to our call

for a commitment to balance the books, but they must now make it happen. The substantial spending increases of past years are clearly not sustainable and the government must now focus on ensuring that it reins in spending and improves efficiencies as the recovery takes hold, said Gerry Macartney, CEO of the London Chamber.

The Canadian Chamber strongly believes that the government can balance its books over the medium term without increasing

taxes. "In recent years we have made Canada a more attractive place to invest, innovate and create jobs by improving our international tax competitiveness. We cannot afford to erase this hard-earned progress," said Perrin Beatty, President and CEO of the Canadian Chamber of Commerce.

"With changing demographics and the need to sustain an aging population, the cost of government programs will be increasingly shouldered by a shrinking

percentage of workers. We must get our fiscal house in order to gain the economic flexibility needed to prepare for the jobs of tomorrow and to adapt to future economic shocks. The government must not only recognize this pressing issue, but must also lay out a specific plan to address it" added Beatty.

The Canadian Chamber has long called for a digital economy strategy that encourages businesses to adopt e-commerce technologies. The recognition of

the economic clout of our small and medium-sized businesses to innovate and the need to enable them to continue - even increase - their contribution by removing unnecessary, job-killing regulation is long overdue. Holding the line on direct and indirect tax increases and promoting innovation will help Canada compete on the world stage.

"The global economy rewards world leaders and punishes stragglers. It's time for Canada to go for gold," Beatty stated.



LONDON IN MY VIEW...

with **Kimberley Chesney, President & Owner
Prime Management Group Inc.,
Executive Search and Recruitment**

Kimberley started the business 20 years ago in London and expanded to Cambridge 15 years ago. She is a graduate of UWO. Kimberley's firm works with companies and organizations to recruit key talent in the following sectors: Not for Profit, Municipal, Alternative Energy and Manufacturing to name a few. She currently serves on the following Boards - London Chamber of Commerce, St. Joseph's Health Care, NPA, The Worldwide Re-

ruitment Network and ACSESS (Association of Canadian Search, Employment & Staffing)

Q: When out of town (country) what's the one thing about London you brag most about to your associates/customers/friends?

A: Our hospitals - from medical research to innovation in patient care London is a global leader and we cannot talk about it enough

Q: In the privacy of your own home, what's the one thing about London that you complain about the most?

A: Why are we not making the best use of the Thames River as other cities do? It could be a fantastic River Walk with a great place for shops and restaurants. Tourism would soar...

Q: If you could bring one physical feature or element from another city to London it would be?

A: An area downtown where only pedestrians can walk and shop - cars park outside of the "town square". A preferred destination for the community where it is clean, comfortable and safe

Q: If you could jettison one thing out of London never to be seen again it would be?

A: Parts of our ugly down-

town core with all its graffiti and garbage and dog doo doo's

Q: What works extraordinarily well in London?

A: Our parks - From Springbank to Victoria Park to Harris Park and everything in between we have some terrific spots for people to enjoy

Q: What's the one thing in London that simply doesn't work at all?

A: Our road system - we should be able to get from one side of the city to another much quicker

Q: For London to achieve "Leading Community" status in Canada, we must start to?

A: Embrace and capitalize on our diversity. Looks at how many nationalities are represented here in London today - learn

from each other and support each other in business and community...

Q: For London to achieve "Leading Community" status in Canada, we must stop?

A: We must stop being shy about promoting all the good things we have to offer - what about the fact the insulin was discovered here or that some of the best surgeons choose to work here in London - we don't boast enough- from C-Star to medical transplants - London is simply "over the top" when it comes to making a mark in history.

The opinions expressed in this interview are solely those of the person who has been interviewed and do not necessarily reflect those of the London Chamber of Commerce or its affiliates.

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BEEFS, BUGS AND BRAVOS

BRAVO TO UNITED WAY FOR BEATING GOALS!

During one of the worst economic downturns since the thirties the local United Way has pulled off a real stunner. In a year where any charitable organization could have been forgiven for not hitting its targets, United Way It has not only made its goal for 2009/10 it has exceeded it by over \$200,000. Bravo to all of the London businesses, unions and individuals who helped to make this happen. Way to go London, way to go United Way!

DEER ISSUE BELONGS AT THE FEET OF THE PROVINCE

I cannot believe that City council is still trying to make decisions about deer in the Bog. This is CLEARLY a Provincial responsibility. Is it not part of the mandate of MNR to "MANAGE wildlife"? When it was pointed out to the Chamber of Commerce and City officials previously, a request went out to the then Minister Donna Cansfield, and she replied that in her "Vast experience she had found that these types of issues were better

handled by local governments". WHAT A HUMUNGOUS COP-OUT!!!!. I'd be willing to bet that most City officials do not even know that deer do not stay still. They migrate! Just like wild rabbits migrate! The City has no business mucking around with issues like this, about which most know nothing.

MELTING SNOWS REVEAL BAD DOG OWNERSHIP NOT BAD DOGS!

If you are like me, I am always stunned by the amount of partially degraded dog dodo I see with each passing layer of snow that melts off in these milder temps. And for those non-dog lovers, don't fault the pooch. He/she is just doing what comes naturally. The blame here lies squarely on the shoulders of the irresponsible dog owners who allow little Skipper or Duke to do their business on your lawn or mine without cleaning it up. Let's not be afraid to call these bad dog owners out on their bad behavior. A loud call out like, "Get a bag for that" or "Please pick up after your pet" may be just enough to let them know that the poop police are on the job. Failing that you may wish to pick it up yourself and follow the

owner home with it. I'll leave the rest to your imagination and courage.

REBUTTAL TO PREVIOUS "BUG" ON INTERSECTIONS

In the Feb. 22, 2010, Biz edition, G.O.Y complained about vehicles trying to turn left in an intersection where the oncoming traffic has stopped in the intersection. G.O.Y. should re-read the rules of the road. A vehicle cannot enter an intersection without knowing that it can pass through to the other side. When you stop your vehicle in an intersection you are breaking the law. Those of us who are turning left through stopped traffic are angry at you for blocking the intersection and not providing a clear path to turn left as you should have!

To send your Beefs, Bugs and Bravos to us at:



Criteria: Please limit your beefs, bugs and bravos to 75 words or less and also be aware of the following disclaimer.

Disclaimer: The Chamber reserves the right to edit, correct, or eliminate any or all responses that in its view are discriminatory, personal in nature, inflammatory, inaccurate, refer to a specific company or individual or are malicious. Preference will be given to those submissions that offer solutions to your particular concern.

CITY HALL FILE



London City Hall

CITY'S "BELOW MANY OTHERS" TAX HIKE DESERVES SOME CREDIT

The City deserves some credit for keeping our property tax increase at the Chamber recommended 3% (okay its 3.01% this year) for its 2010 budget. Following weeks of budget deliberations, Council voted to approve a total tax levy of \$456.3 million to provide essential programs and services to Londoners. Council had previously approved a capital budget of \$105.1 million. This budget will result in a 1.86 per cent property tax increase from rates, which is below many other Ontario municipalities.

Including the water and wastewater budgets already approved by Council, the total municipal increase for property tax, water and wastewater is 3.01 per cent over 2009.

The approved property tax will result in an annual increase of approximately \$43 for the average property tax payer and an additional \$62 increase in the typical annual utility bill for water and wastewater in 2010. "While the Chamber would like to see a more aggressive position adopted on expenditure cuts, the overall performance and financial position of the city deserves a passing

grade", said Gerry Macartney, CEO of the Chamber.

The City has also benefited from partnerships with the Federal and Provincial Governments. A number of funding initiatives from both levels of government have seen significant efforts to close the infrastructure gap and improve the quality of life of Londoners. Some of those investments include:

1. Infrastructure stimulus funding of \$96.9 million (\$30.3 million municipal share) toward local employment through road projects and improvement to City facilities, etc.
2. Federal gas tax funding of \$21.9 million toward new bike lanes, widening Wonderland Road, resurfacing of major thoroughfares, etc.
3. Recreational Infrastructure Canada (RinC) funding of \$6.2 million (\$2.2 million municipal share) toward investment in recreational facilities.

"Of course the dollars for these initiatives either already have or soon will come from taxpayers across the country - you and I again" - added Macartney.

Did you know?

Contributed by Debra Mountenay
Elgin, Middlesex, Oxford Local Training Board

The January 2010 edition of the London Labour Market Monitor published by Service Canada updates the story of our current labour market situation.

"From January 2009 to January 2010, the labour force in the London economic region decreased slightly by 2,000 as fewer people were working or searching for work. Net employment in the

London economic region fell by 2,500. All job losses came from full-time employment (-6,900) partially offset by part-time employment gains (+4,400). The number of unemployed people increased marginally from January 2009, causing the unemployment rate to rise slightly from 8.2% to 8.4%. Over the same period, the provincial unemploy-

ment rate rose from 7.2% to 8.7%."

The London Labour Market Monitor is an overview of the London Economic Region including Oxford, Elgin and Middlesex counties. This monthly report is produced by the local area Labour Market Information Analyst. For further information contact: mary.fox@servicecanada.gc.ca

LONDON'S BUSINESS COMMUNITY IS BUZZING ABOUT THE BUSINESS ACHIEVEMENT AWARDS!



With less than two weeks before the big event, London's business community is gearing up for the largest business achievement award night of its kind in Ontario! Called the "academy awards" of business in London, the Chamber's Business Achievement Awards (BAA) gala recognizes some of the brightest and best that London has to offer.

It is no wonder then, that

tickets to this event have almost completely sold out and there are less than ten tables still available. The 27th Annual BAA will be held on March 24th 2010 at the London Convention Centre.

For those still looking to attend, it is important that you act as soon as possible. Visit www.londonchamber.com <<http://www.londonchamber.com>> for more details or call 519-432-7551.