



BRAD TALKS

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President's Viewpoint

You get more with sugar than with salt

Growing up, a popular expression in our house was "you'll get more with sugar than with salt". And while I've heard many variations of this idiom over the years (...you can catch more flies with honey than with vinegar) the underlying message is clear... it's easier to persuade people if you're polite rather than confrontational.

Prior to becoming President of the Brampton Board of Trade, I spoke with past presidents and members alike to solicit feedback on future Brampton Board of Trade initiatives and what I could do during my tenure to make the Board of Trade even better.

Being the kind of guy who believes the glass is half-full, and shying away from anything even remotely adversarial, I was concerned when many said the Brampton Board of Trade needs to "fight" for the rights of business – especially in the area of taxation. Fight? It was then I realized my term would also include figuring out HOW I could possibly accomplish what members wanted - but in a way that honoured my belief system - and

BBOT President
Charles Waud



in a way I felt comfortable.

To exacerbate the situation, one day over lunch, I was given first-hand accounts and examples of how area businesses had been wronged by various levels of government. Each account ended with the suggestion that I needed to rally the Brampton Board of Trade troops and "slam" appropriate government offices over these issues. It didn't end there.

As I attended various events and spoke with more members and business owners, I realized the wide spread belief was that the Brampton Board of Trade should be "going after" government. To this day, I can't help but wonder where this line of thinking had come from and why some people thought confrontation was a good

approach.

In my experience, and because I'm older than I look, when there's a problem - the best way to handle it is to identify the facts as best you can, and then invite the other party to have a discussion, keeping it polite, impartial and impersonal. In some cases, the outcome might be to agree to disagree, but remaining cordial leaves the door open to future discussions on other topics.

Your Brampton Board of Trade is responsible for negotiating with municipal, provincial, and federal levels of government to achieve the goals that support business development and profitability. At the same time, we need to remember that these same levels of government have responsibilities to everyone else – and they need to strike a balance that gives a fair share to all.

One great example of how working together can achieve more is when we (that's the collective "we") were able to positively influence the City to consider funding the local share of the Peel

Memorial Hospital redevelopment.

It started with Bill and Neil Davis and Lois Rice gathering community leaders together to present and explain the hospital situation, and then asking all of these people to contact their municipal politicians, asking them to support the funding of the local share. Presentations were made to city council which clearly laid out the facts and the benefits of going ahead with the commitment. Because it was done in a constructive and positive manner, Brampton has a much better chance of getting the province to fund the redevelopment. For more information on the hospital redevelopment see the April issue of Trade Talks.

I firmly believe that working together with our elected leaders in a constructive and positive manner will yield more successful results and long term benefits than hammering on them about specific issues.

I am interested in your opinion. You can reach me by email at president@bramptonbot.com