

Annual Report

24/25



Burnaby
BOARD OF TRADE

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Platinum



Gold



Silver



Annual Partners

About the Burnaby Board of Trade

The Burnaby Board of Trade is one of the largest and most active business associations in the region, representing a diverse and dynamic cross-section of Burnaby's business community. We work to make Burnaby the best place to do business by connecting government, people, and businesses; amplifying their voices; and creating the conditions for businesses to grow and thrive. As the City of Burnaby's trusted economic development partner, we play a key role in supporting local prosperity and shaping the future of our city. Our vision is a thriving, inclusive, and resilient Burnaby where businesses lead, communities prosper, and the future is built together.

As a member-based, non-profit organization, the BBOT focuses on four strategic pillars: amplifying advocacy, fueling economic development, uplifting members, and elevating experiences. Our work is grounded in the values that guide us: we listen to lead, we create belonging, and we accelerate action. This is the foundation of our role in the community, and the lens through which we approach every initiative, partnership, and decision.

As we look ahead, our commitment remains clear: to serve our members, support our community, and strengthen Burnaby's economic future.

Angie Whitfield
President & CEO

Ayelet Cohen
Director of Events & Programs

Chris Wei
Membership Manager

Ann Goncalves
Membership & Marketing

Robyn Hastings
Marketing & Communications Manager

Sarah Rainey
Events & Programs Coordinator

Gabriela Da Silva
Office Administrator

Rowena Huang
Designer

Meet our **team**

A message from the **Chair**.

As I conclude my term as Chair of the Burnaby Board of Trade, I feel a sense of gratitude for the opportunity to lead and for the incredible year we've had together.

This year brought change and a fresh perspective to the BBOT. What stands out to me most is the leadership of our new CEO, Angie Whitfield. Angie stepped into this role with confidence, clarity, and a vision that's already shaping the future of the BBOT. From modernizing member engagement, to deepening our work in diversity and inclusion, to embracing new technology, Angie's direction is bold, thoughtful, and exactly where we need to go. I'm proud to have worked alongside her in her first year.

This year also marked a significant milestone: the 25th annual Burnaby Business Excellence Awards. It was a true celebration of Burnaby's business community and a testament to the innovation and dedication that define it.

I had the chance to attend some standout events this year, including our annual Christmas Luncheon, the Golf Tournament, and moderating the Women in Finance panel. Each one was a powerful reminder of the connections we build through the BBOT and the value of bringing our business community together to share, learn, and celebrate.

Beyond events, the BBOT continues to lead important conversations through advocacy and impactful programming. Our work doesn't just reflect the needs of today's business community; it's helping shape

what tomorrow looks like. I'm hopeful and excited to see how this important work continues to grow in the year ahead.

As my term comes to an end, I'm thrilled to welcome Chelsea Fitzpatrick as the incoming Chair. Chelsea brings insight, energy, and a deep care for community. I know the organization is in excellent hands, and I'm excited to see where things go next.

Thank you for the opportunity to serve as Chair. It's been a meaningful and rewarding role. I'm proud of what we've accomplished together, and I look forward to seeing the BBOT continue to grow and evolve in the months to come.

Dana Martin
Board Chair, Burnaby Board of Trade

Dana Martin



“
Our work doesn't just reflect the needs of today's business community; it's helping shape what tomorrow looks like.”



A message from the CEO.

It’s hard to believe that a whole year has passed since I was formally introduced as CEO at last year’s Annual General Meeting.

The months since have been both energizing and rewarding, and I remain honoured to lead this **remarkable organization and the business community we represent.**

In my first year, I’ve had the opportunity to meet with thousands of individuals. Business owners, community leaders, government representatives, and industry partners, each of whom contributes to the strength and vibrancy of Burnaby. This network of connections and collaboration is what makes our work possible. From our Pillar Annual Partners who continue to invest in Burnaby’s future, to our public sector partners who work alongside us to advance shared priorities, I’m grateful for the collective effort that drives our progress.

This has also been a year of meaningful progress. As global trade dynamics continue to evolve, Burnaby is increasingly well-positioned to play a larger role in economic development. We are focused on helping local businesses connect with new markets and partners, both domestically and internationally, as the world rethinks

its supply chains, forges new alliances, and identifies emerging areas for growth.

Internally, we’ve focused on modernization and delivering greater value to our members. This included the launch of our new website and an online member portal, both designed to enhance access to resources and support. We’ve also refined our internal systems and processes to improve efficiency and responsiveness, building on a strong foundation to ensure that we continue to meet the needs of our community.

Our events continue to bring people together with energy and enthusiasm, growing stronger every year. That momentum is carrying forward, and I look forward to welcoming you to this year’s Burnaby Business Excellence Awards as we introduce a new theme and a new venue for what promises to be our biggest celebration yet.

Amidst economic uncertainty and ongoing change, we remain committed to being a stable and reliable resource for our members. We believe that within every challenge lies an opportunity, and we are committed to helping Burnaby’s businesses navigate what’s next.

A key milestone this year was the completion of our new strategic plan, developed through thoughtful and extensive engagement with our members and partners. This plan sets a clear direction for the BBOT, focusing our work in four key areas: amplifying our advocacy efforts, uplifting our members, elevating the experiences we offer, and fueling Burnaby’s economic development.

Our priority remains Burnaby, where we’re sharpening our efforts to provide focused, meaningful support that grows alongside the needs of our members and community.

All of this has been made possible by the strength of our staff, the leadership of our Board of Directors, and the support of our partners across the public and private sectors. Thank you for your continued trust and commitment. I look forward to all that we will accomplish together in the year ahead.

Angie Whitfield
President & CEO, Burnaby Board of Trade



Board of Directors

Dana Martin – Chair
Scotiabank

Chelsea Fltzpatrick – Vice Chair
Noodle Mercury Strategies

Raj Sharma – Past Chair
BC Hydro

Nick Johnson – Treasurer
ABC Recycling

Paula Skaper – Chair, Board of Governors
33 Dolphins Growth Strategy

Humphrey Ng – Chair, Governance Committee
Juuga Marketing

Directors

Carl Funk
Beedie

Cynthia Lam
GBC Law

Daniel Getz
BCIT

Jason Wong
YVR Prep

Juli Haliwell *
City of Burnaby

Leza Muir *
Pacific Blue Cross

Mike Kaerne
HollyNorth Production Supplies LTD.

Navreen Gill
Burnaby Family Life

Shiera Stuart
Gateway Casinos and Entertainment

Tom Dielschneider
Svante

* not seeking re-election



Re-Elected and Newly Elected (+) Directors

Paula Skaper
33 Dolphins Growth Strategies

Dana Martin
Scotiabank

Nick Johnson
ABC Recycling

Humphrey Ng
Juuga Marketing

Kristopher Kim-Sing
KPMG

Lara Graham
Business in Vancouver

Carmen Gonzalez +
City of Burnaby

Matthew Hui +
Belmar Consulting Group

Trevor Boudreau +
Simon Fraser University

Our year
in numbers.

4,047

Member
Contacts

115 years

As the Voice for
Burnaby Businesses

Member
Benefits

30+

New
Members

132

Digital
Followers

13,830

53

Events

3

Policies
Submitted

3,978

Event
Attendees

Resources
Shared

82

This year, we welcomed 132 new members.

3AG Systems, Inc
 Absorb Science Inc.
 Accent Security Limited
 Achieve CPAs LLP
 Acquivera HR Solutions Ltd.
 Advisory IS Solutions
 AI Proactive Health Solutions
 Alphabets Business Innovation Ltd.
 Aly Madhani Personal Real Estate Corp
 Avid ActionCoach
 Babinszki Consulting Services Inc.
 BC Infrastructure Benefits (BCIB)
 Beatty Floors Ltd.
 Bellrock
 BLVD Wellness & Recovery
 BMO Bank of Montreal - Richmond
 BP Wood
 Brian Jessel BMW
 Burnaby Lake Rugby Club
 Business Sherpa Group
 Casalinga Food Services
 CDN ElderCare
 Children's Hearing & Speech Centre of BC
 City Wide Facility Solutions Vancouver
 Claculus With Brandon
 CoBees
 Communication Headsets for Business Inc.
 Corix (CA) DE Services Limited Partnership
 Crystal Mall
 Crystal View Developments Inc.
 C U Vision Optometrists
 Delta Analysis Ltd
 DIVERSEcity Community Resources Society

Dreamscapes
 D Squared Projects
 Elegant Marketing
 Elizabeth Fry Society of Greater Vancouver (EFry)
 EnviroGreen Pest Solutions LTD
 Evolve E-Bike and E-Scooter Share
 Evonik Canada Inc
 Fearless Beaver
 Fortune 88 International Trading
 Fundamental First Aid Ltd.
 Fund Quest Consulting Services Ltd.
 FVB Energy
 Gotcha Covered of Vancouver
 Grove-Crossman Equipment Ltd.
 HammerSense Consulting Inc.
 Happy Feet Carpet & Hardwood
 Hari B. Varshney Business Career Centre
 Haven Solar Inc
 Hear at Home Mobile Hearing Clinic Ltd
 Hi Five Chicken
 HoneyBee Immigration and Consulting Services
 Ltd.
 Encourage Counselling Inc.
 Indiana Ripley Single Parent Resources
 Indigenous Initiatives Inc.
 Infinite Grid Capital Ltd
 Innoventix Solutions Inc.
 InspirePath Leadership Solutions
 Inventx IT Services Inc.
 JOEY Burnaby
 Jubel Naturals
 Laker Financial Inc.
 Langara College

Lateralus Law Corporation
 Leith Wheeler Investment Council
 Len's Catering
 Live Peace 24/7 Senior Care Corp
 LJH Construction Inc.
 Mango Mental Health
 Maple Tree Gardening
 MaxScientific
 Metrotown Active Health
 Mission Possible
 Mogan Daniels Slager LLP
 Moo Moo Bath Co.
 Nation Furnace Heating & Air Conditioning
 HVAC Ltd.
 New Globe Productions
 Not Too Sweet
 OLPLC Metrotower Law Chambers
 Orbis Leadership Inc.
 Ova Women's Health Physiotherapy
 Pacific Ropes Contracting Ltd.
 Paragon Roofing BC
 Parkcrest Child Care Society
 Paul Choi, MLA Burnaby South-Metrotown
 Peoplebiz Consulting
 Performance Business Solutions
 Perpetual Motion Patents
 Persia Supply Consulting Inc.
 PFSL Investment Ltd
 PPLSI - Legal Shield/ ID Shield Canada
 - Elena Murgoci
 Prostar Contracting
 Rock & Bloom
 Rohini Arora, MLA Burnaby East

Saiva Health Care Services Inc.
 Salmon's Moving & Storage
 Scentuals Natural & Organic Skin Care
 Scientrack
 SHMG Equipment (Canada) Corporation
 Simply Canadian
 Smart Label Solutions Inc.
 SolarEco Golf Technology Corp
 Specsavers Metrotown
 Sven Tapp Consulting Ltd.
 Tai Beauty Group Limited
 Tandem Studios Inc.
 TD Insurance
 The Bone & Biscuit Co.
 The Print Culture
 The Scotiabank Women Initiative, BC & Yukon
 Troy Wotherspoon Insurance
 Tulua Therapy LTD
 Vancouver Community College (VCC)
 Vancouver International Marathon Society
 RUNVAN®
 Ventana Construction
 Victoria Fung - Oakwyn Realty Northwest
 Watson Goepel
 Where Happy Souls Bloom
 Whiz Accounting Services Ltd.
 Zen Active Therapy



2025 – 2028 Strategic Plan

A Bold New Chapter for BBOT

Over the past six months, we have embarked on a transformative journey, one defined by listening deeply, thinking boldly, and aligning our collective ambition for the future of Burnaby's business community. We engaged with more than 200 diverse voices, including members, former members, civic leaders, small business owners, corporate partners, and policy experts. We hosted workshops, conducted interviews, analyzed member feedback, and engaged in debates with intention. The result is not just a strategy; it is a refreshment of our shared purpose and vision. A new way forward.

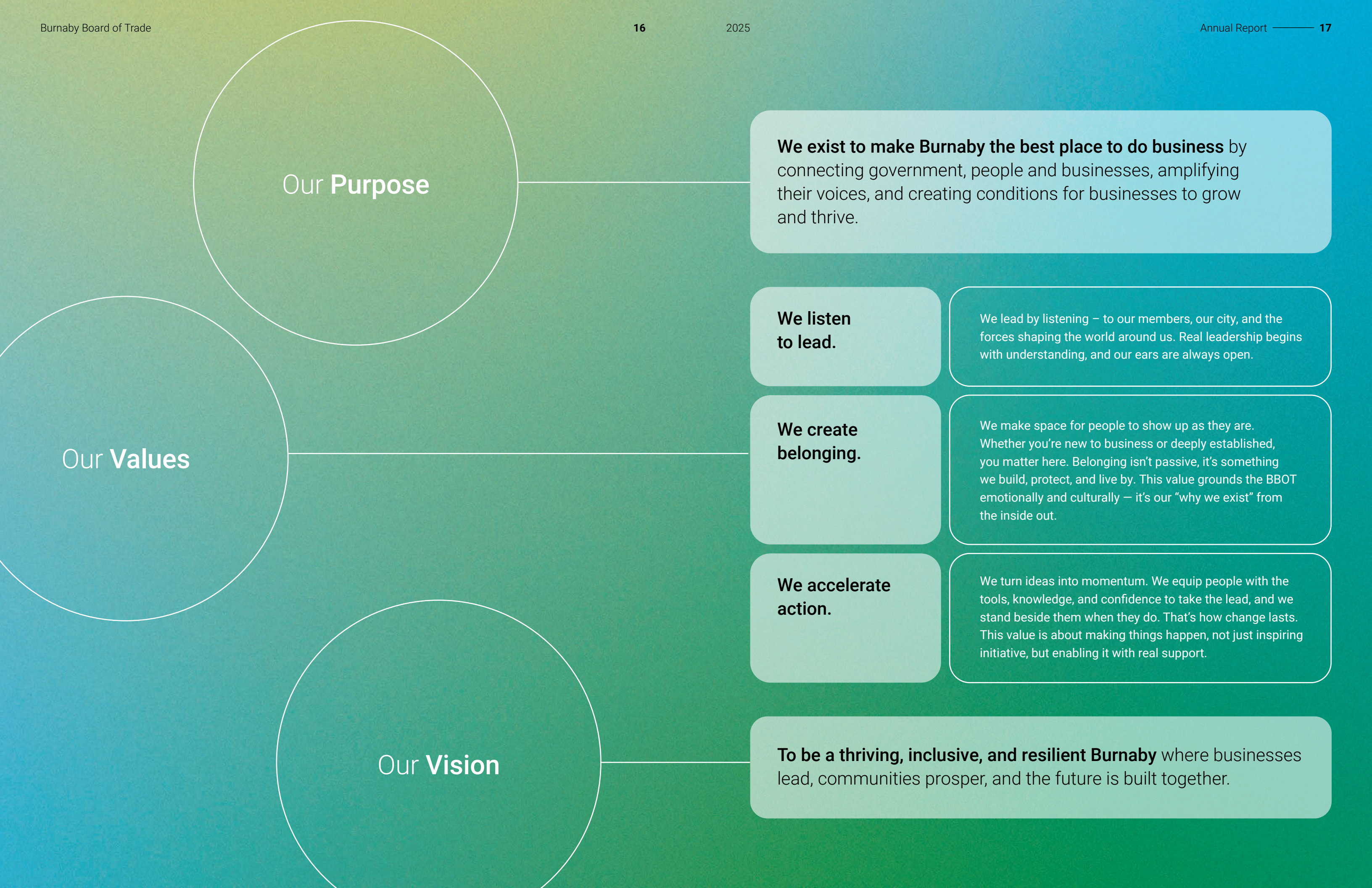
The BBOT 2025–2028 Strategic Plan is our blueprint for building a more dynamic, inclusive, and high-impact organization. It positions the Burnaby Board of Trade as a forward-thinking voice for businesses, an enabler of entrepreneurial success, and a bridge-builder across diverse sectors and communities.

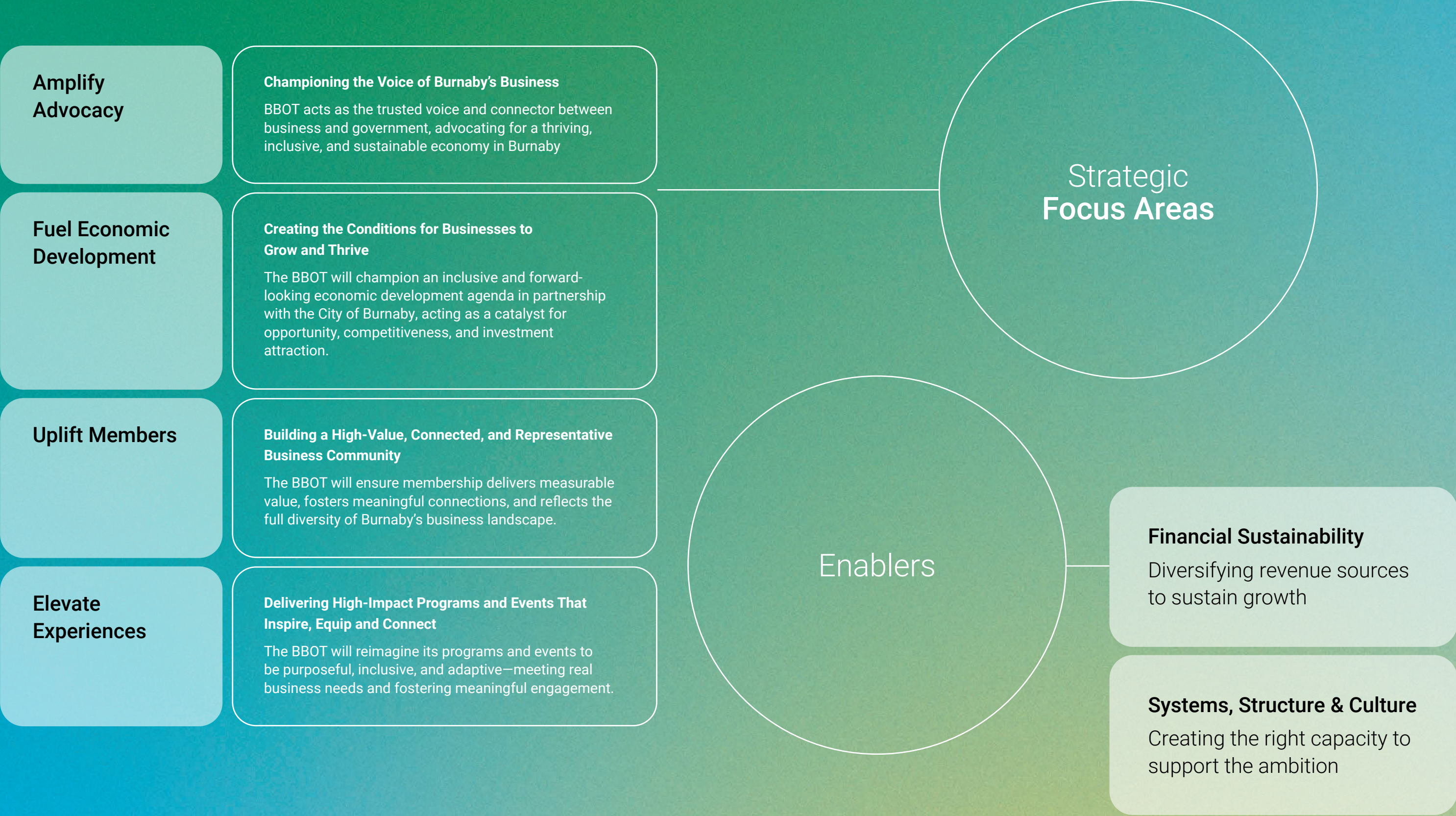
What makes this strategy different? It is built not from the top down but from the ground up. Shaped by the needs, aspirations, and realities of those we serve. A shift toward focus, purposeful action, and clarity, which will be our new currency from now on.

We will also invest in our financial sustainability and the systems, structure, and culture required to enable this ambition. These will define the next chapter of BBOT.

The new strategic plan is a call to action. Whether you're a long-time member or discovering BBOT for the first time, this is your moment to be part of something bigger. A stronger Burnaby. A more vibrant economy. A more connected and courageous business community.

*Together, we are not just planning for the future. **We are building it.***





bbot.ca

