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President's Viewpoint

Who Knew what to expect as President of The Brampton Board of Trade?

This will be the last article I write as President of your Brampton Board of Trade. It's been an interesting, challenging and rewarding year. And even though I had a couple of years to prepare before moving in to the role, I was still surprised (and even shocked sometimes) at what I would be required to do once I became President.

Who knew?

Who knew that towards the end of 2008 – on the heels of the U.S. electing its first African-American president - the collapse of the U.S. housing market would plunge the world into one of the deepest recessions since the great depression?

Who knew that the subsequent ripple effect would tumble all the way down to the local economy level, where companies would cancel industry association memberships and sponsorships in an effort to stop the bleeding? This became a huge challenge for us since the Brampton Board of Trade, like most not-for-profits, relies heavily on membership and sponsorship revenues to survive and volunteer participation to run the organization.

Who knew that the CEO of the BBoT would resign? Who knew that 17 people would run for Governing Council? Who knew that the 410 expansion would actually be completed during my term? Who knew the provincial government would introduce a budget that included a single sales tax (HST) as part of a comprehensive tax reform package?

Who knew?

I am indeed fortunate and thankful that as all these issues and challenges emerged and we struggled to

BBoT President
Charles Waud



reorganize the BBoT in order to remain viable, everyone – staff and governing council alike, were committed to the task at hand and spent countless hours doing what needed to be done. This is indeed gratifying when you consider that your BBoT is a volunteer-based, not-for-profit organization.

Your incoming president, Stephen Rhodes brings a wealth of business experience and tremendous insight and energy to his new position. As a past president of the Rotary Club of Brampton and owner of a successful marketing company, Stephen is exceptionally well-suited to his new position. In addition, his many years of experience and insight as editor of the Trade Talks publication will serve him well.

I would sincerely like to thank the BBoT staff, Governing Council, Committee Members, as well as our partners at the City of Brampton, Brampton Economic Development Corporation, Brampton Downtown Business Association, the Ontario Chamber of Commerce, the Canadian Chamber of Commerce, along with the many charities and other organizations for their participation and contributions to my year at the helm of your BBoT.

Who knew that at the end of the day, the challenges and opportunities would be such a rewarding and worthwhile experience? I did.