

## Zaharia, Sarah FIN:EX

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**From:** Campbell, Tracy MAH:EX  
**Sent:** October 30, 2018 4:14 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: Meeting Materials: September 19, JTT IM/GCPE HQ Meeting

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Thx- I'll review. ☺

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Tuesday, October 30, 2018 2:46 PM  
**To:** Campbell, Tracy MAH:EX  
**Subject:** FW: Meeting Materials: September 19, JTT IM/GCPE HQ Meeting

Follow up to our conversation last week – below are the materials that were put forward by the team for discussion.

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**From:** Macdonald, Regan JTT:EX  
**Sent:** Thursday, September 13, 2018 2:55 PM  
**To:** Faust, Marnie L GCPE:EX; Jang, Monica JTT:EX; Wempe, Sarah JTT:EX; Zaharia, Sarah GCPE:EX; Wade, Nichola JTT:EX; Wittstock, Theresa JTT:EX  
**Subject:** Meeting Materials: September 19, JTT IM/GCPE HQ Meeting

Hello,

Please find attached materials for your review in advance of the meeting on September 19 with JTT International Marketing and GCPE HQ.

Attached:

- Meeting Agenda
- GCPE Review Process Proposal
- BC Key Message Matrix

Below is a link to download the BC Overview video. Please note that the video does not play directly from this link, it needs to be downloaded to your computer and then viewed. You will notice that the voiceover is not final, we are awaiting GCPE HQ approval before we book voiceover talent and do final production touches to the video.

<https://spaces.hightail.com/receive/cGJGxTVNx0>

Thank you,  
Regan

**Regan Macdonald**  
Director, International Marketing  
Ministry of Jobs, Trade and Technology  
O: 778-974-2199

M: 250.216-9866

E: [regan.macdonald@gov.bc.ca](mailto:regan.macdonald@gov.bc.ca)

## Zaharia, Sarah FIN:EX

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**From:** Spencer, Brad GCPE:EX  
**Sent:** October 30, 2018 12:54 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Cascaden, Lori R GCPE:EX  
**Subject:** RE: FOR REVIEW NR: Smart Communities Pilot Program  
**Attachments:** NR - Smart Communities Pilot Program Awards XYZ Oct 2018\_V12.docx

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hi Sarah

Thanks for the feedback. We have made the changes in this version. We made a small adjustment to the quote to remain accurate.

How does this look?

Brad

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** October 30, 2018 9:19 AM  
**To:** Spencer, Brad GCPE:EX  
**Cc:** Cascaden, Lori R GCPE:EX  
**Subject:** RE: FOR REVIEW NR: Smart Communities Pilot Program

This is much improved! Thank you for your work on this.

The second half of MBR's quote is great but I'm not sure about the first half. Is that what smart technology does?  
s.13

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**From:** Spencer, Brad GCPE:EX  
**Sent:** Monday, October 29, 2018 4:57 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Cascaden, Lori R GCPE:EX  
**Subject:** FOR REVIEW NR: Smart Communities Pilot Program

Hi Sarah

We have reworked this news release and it is much improved. Please have a look and send your feedback tomorrow if possible.

Thank you  
Brad

## Zaharia, Sarah FIN:EX

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**From:** Dalzell, Danielle GCPE:EX  
**Sent:** October 30, 2018 8:53 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Thaw, Sara GCPE:EX  
**Subject:** RE: MHB oped

Thank you. That would be very much appreciated.

Let's discuss.

Danielle

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Tuesday, October 30, 2018 8:50 AM  
**To:** Dalzell, Danielle GCPE:EX <Danielle.Dalzell@gov.bc.ca>; Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>  
**Subject:** RE: MHB oped

Very appreciated. Let me know if there is anyway the ED's can support the coms air traffic control on these. I know your team is flat out.

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**From:** Dalzell, Danielle GCPE:EX  
**Sent:** Tuesday, October 30, 2018 8:49 AM  
**To:** Zaharia, Sarah GCPE:EX; Thaw, Sara GCPE:EX  
**Subject:** RE: MHB oped

We do. Usually on the Monday after it is drafted.

We're going to do one on another subject to get out of their way on this.

Danielle Dalzell

Director of Writing and Content Strategy | Cabinet Priorities | Government Communications and Public Engagement  
[Danielle.Dalzell@gov.bc.ca](mailto:Danielle.Dalzell@gov.bc.ca) | 250-893-2096

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Tuesday, October 30, 2018 8:48 AM  
**To:** Dalzell, Danielle GCPE:EX <[Danielle.Dalzell@gov.bc.ca](mailto:Danielle.Dalzell@gov.bc.ca)>; Thaw, Sara GCPE:EX <[Sara.Thaw@gov.bc.ca](mailto:Sara.Thaw@gov.bc.ca)>  
**Subject:** RE: MHB oped

Do you typically notify the shops who are affected by the weekly op-ed?

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**From:** Dalzell, Danielle GCPE:EX  
**Sent:** Tuesday, October 30, 2018 8:06 AM  
**To:** McCaffrey, Julianne GCPE:EX; Zaharia, Sarah GCPE:EX; Thaw, Sara GCPE:EX  
**Cc:** Wey, Melody GCPE:EX  
**Subject:** RE: MHB oped

Thank you Julianne.

I'll send to PO and see what they want to do.

They will want avoid sending both at the same time to the same markets, so we'll look for a solution.

I'll be in touch.

Best,  
Danielle

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**From:** McCaffrey, Julianne GCPE:EX

**Sent:** Monday, October 29, 2018 5:23 PM

**To:** Zaharia, Sarah GCPE:EX <[Sarah.Zaharia@gov.bc.ca](mailto:Sarah.Zaharia@gov.bc.ca)>; Thaw, Sara GCPE:EX <[Sara.Thaw@gov.bc.ca](mailto:Sara.Thaw@gov.bc.ca)>; Dalzell, Danielle GCPE:EX <[Danielle.Dalzell@gov.bc.ca](mailto:Danielle.Dalzell@gov.bc.ca)>

**Cc:** Wey, Melody GCPE:EX <[Melody.Wey@gov.bc.ca](mailto:Melody.Wey@gov.bc.ca)>

**Subject:** MHB oped

# Wednesday

## Events, Speeches & Releases

Wed Oct 31	Lead	Activity/Details
Time TBD	LBR	Provincewide information bulletin on Temporary Foreign Worker Protection
8:15 AM	TRAN	Regional traffic advisory -- Resurfacing of Lexington. Drivers are advised to expect delays then again in spring 2019

Translations are done in Chinese and Punjabi, being sent Wednesday to community specific news groups and community news across BC. Can't access V5 on cell but English version below:

### OPINION-EDITORIAL

Registry a first step to better protect temporary foreign workers

by Harry Bains Minister of Labour (461 words)

VICTORIA – Recently, I introduced new legislation that will better protect thousands of people coming to work in B.C. under the federal Temporary Foreign Worker Program.

Many sectors in our province depend on these workers to help fill labour or skills shortages, such as the agriculture, forestry and hospitality sectors. Our workforce, economy and province are stronger, and more diverse, because of these people.

Temporary foreign workers coming here from around the world want to feel safe — to feel confident their rights are protected, certain that measures are in place to prevent exploitation and know that abusive recruiters and employers will be held accountable. For too long, the most vulnerable workers in British Columbia have not gotten the protection they need.

The Temporary Foreign Worker Protection Act will allow for better protection of these workers. Under the legislation, recruiters of foreign workers must be licensed and employers intending to hire foreign workers must be registered with the Province.

Unlicensed recruiters and unregistered employers will be expressly prohibited from engaging in the process of recruiting or hiring foreign workers. Any recruiters or employers who work outside the law will face significant penalties, including possible jail time.

The legislation also sets out the framework for the creation of foreign worker recruiter and employer registries. The information in the registries will be used to proactively audit recruiters and employers of foreign workers and hold these recruiters and employers accountable for any violations of worker rights. In addition, the legislation permits us to recover and return to workers fees charged by recruiters to get jobs, including where the fees are charged in other jurisdictions for work in B.C.

Too often, foreign worker advocacy groups report that the people they serve experience some form of exploitation or abuse. This mistreatment includes recruiters or employers taking possession of passports and charging illegal fees, not paying wages and bullying or threatening behaviour. This is unacceptable and needs to stop.

With the legislation introduced, government is taking bold steps to better protect these

vulnerable workers and, at the same time, make B.C. a competitive jurisdiction for temporary foreign worker recruitment. We know the majority of B.C. employers follow the rules and treat their employees with respect — so this will also level the playing field by eliminating unfair advantages some employers may be gaining at the expense of foreign workers. We know that many B.C. businesses rely on temporary foreign workers and we will ensure the registration is a cost-free and simple process.

We are building a strong, sustainable economy that works for everyone. I am proud of what we are accomplishing and this is only the beginning. We're going to keep working to fix problems, get results for people and build a better future for everyone living in B.C.

Contact:

Media Relations Ministry of Labour 250 888-8074

Connect with the Province of B.C. at: [news.gov.bc.ca/connect](https://news.gov.bc.ca/connect)

Page 07

Withheld pursuant to/removed as

s.22

## Zaharia, Sarah FIN:EX

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**From:** Aaron, Sage PREM:EX  
**Sent:** October 24, 2018 6:24 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** McCaffrey, Julianne GCPE:EX; Cooling, Karen LBR:EX; Gibbs, Robb GCPE:EX  
**Subject:** RE: Follow Up

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hi all,  
This looks good to me.  
Thanks,

Sage  
778-678-0832

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Wednesday, October 24, 2018 4:03 PM  
**To:** Aaron, Sage PREM:EX  
**Cc:** McCaffrey, Julianne GCPE:EX; Cooling, Karen LBR:EX; Gibbs, Robb GCPE:EX  
**Subject:** Follow Up

Information for Caucus tomorrow including key messages. Our hope is that MHB could share tomorrow as part of his presentation at 9:45am.

Looking forward to your feedback.

**Sarah Zaharia**  
Executive Director | Financial Ministries  
Government Communications and Public Engagement  
[Sarah.Zaharia@gov.bc.ca](mailto:Sarah.Zaharia@gov.bc.ca)  
(778) 584-1258



## Zaharia, Sarah FIN:EX

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**From:** Spencer, Brad GCPE:EX  
**Sent:** October 23, 2018 4:05 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Cascaden, Lori R GCPE:EX  
**Subject:** RE: FOR REVIEW MBR quote in Doors Open to Technologoy NR  
**Attachments:** Media Release - Doors Open to Technology\_BC\_GOV\_Revised\_V2.docx

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Here is the revised quote with one fewer “women”.

### [MINISTER MARK QUOTE]

“We want to encourage young women to find jobs in science and technology through engaging, first-hand experiences that highlight career opportunities in B.C.’s tech sector,” said Bruce Ralston, Minister of Jobs, Trade and Technology. “Doors Open to Technology helps reveal a pathway of incredible opportunities for young women in tech, and inspires them to embark on a career in the tech sector.” [MINISTER RALSTON QUOTE]

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** October 23, 2018 3:41 PM  
**To:** Spencer, Brad GCPE:EX  
**Cc:** Cascaden, Lori R GCPE:EX  
**Subject:** RE: FOR REVIEW MBR quote in Doors Open to Technologoy NR

We use the word women 3x in the quote. Can we rework?

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**From:** Spencer, Brad GCPE:EX  
**Sent:** Tuesday, October 23, 2018 2:09 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Cascaden, Lori R GCPE:EX  
**Subject:** FOR REVIEW MBR quote in Doors Open to Technologoy NR

Hi Sarah

We have a 3<sup>rd</sup> party news release quote for approval. I apologize for the short timeline. This is due back to the organizer tomorrow before noon.

Note: AEST will also add a quote. See MBR quote below.

Regards  
Brad

**Media Release – October 25, 2018**

**B.C. tech companies provide 'doors open' experience for high school girls**  
***Doors Open to Technology seeks to spark passion in students through series of events***

Vancouver, BC – More than 100 young women in grades 10 to 12 from high schools across B.C. toured the workspaces of Vancouver's top tech companies today. Doors Open to Technology (DOT) exposes students to the immense career opportunities awaiting them in B.C.'s fastest growing sector: technology. Today's event, the first of three to happen this school year, has the specific aim of addressing the gender gap felt in the sector where women make up 25 per cent of the workforce.

"We want to encourage young women to find jobs in science and technology through engaging, first-hand experiences that highlight career opportunities in B.C.'s tech sector," said Bruce Ralston, Minister of Jobs, Trade and Technology. "Doors Open to Technology helps reveal a pathway of incredible opportunities for young women in tech, and inspires women to embark on a career in the tech sector." [MINISTER RALSTON QUOTE]

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**From:** Patrick, Andrew GCPE:EX  
**Sent:** October 23, 2018 1:58 PM  
**To:** Cascaden, Lori R GCPE:EX; Spencer, Brad GCPE:EX  
**Subject:** RE: FOR REVIEW: MBR quote in Doors Open to Technolgoey NR

Thanks – Brad, see attached for clean copy.

Lori: do you want me to send this Todd or Kevin, as an FYI? Or wait till we have final approved?

In the LAN: <X:\JTT\GCPE JTT\Operations\2018\News Releases\Stakeholder Releases>

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**From:** Cascaden, Lori R GCPE:EX  
**Sent:** Tuesday, October 23, 2018 1:56 PM  
**To:** Spencer, Brad GCPE:EX; Patrick, Andrew GCPE:EX  
**Subject:** RE: FOR REVIEW: MBR quote in Doors Open to Technolgoey NR

Thanks Brad. Andrew, please send Brad a clean version to send up to Sarah. Brad – note, AEST is working on their quote, but given we need this out by 10:00 in the morning, we should consider moving up to Sarah now. We just received this NR this morning.

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**From:** Spencer, Brad GCPE:EX  
**Sent:** Tuesday, October 23, 2018 1:52 PM  
**To:** Patrick, Andrew GCPE:EX  
**Cc:** Cascaden, Lori R GCPE:EX  
**Subject:** RE: FOR REVIEW: MBR quote in Doors Open to Technolgoey NR

Looking good! I made a minor edit to the quote. G2G

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**From:** Patrick, Andrew GCPE:EX  
**Sent:** October 23, 2018 12:22 PM  
**To:** Spencer, Brad GCPE:EX  
**Cc:** Cascaden, Lori R GCPE:EX  
**Subject:** FOR REVIEW: MBR quote in Doors Open to Technolgoey NR

Hi Brad,

For review, we received a rush request for an MBR quote in the attached news release for the Doors Open to Technology event on Thursday.

The organizer is looking for it back and approved by MO before noon tomorrow. AEST is also drafting a quote for Min. Mark.

Lori has reviewed/approved.

**Andrew Patrick | Public Affairs Officer**

Ministry of Jobs, Trade and Technology

Government Communications and Public Engagement

Cell: 250 893-7081

## Zaharia, Sarah FIN:EX

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**From:** Bowness, Lianne GCPE:EX  
**Sent:** October 23, 2018 11:59 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Robb, Katie GCPE:EX; Flood, Leanne GCPE:EX  
**Subject:** RE: For Sarah's approval: NR-Improved maintenance standards for Howe Sound and North Shore crossings  
**Attachments:** NR-New Maintenance Contract for Howe Sound.docx  
**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hi Sarah – we cut down this NR as requested...does the revised work for you? thanks

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Tuesday, October 23, 2018 9:48 AM  
**To:** Bowness, Lianne GCPE:EX  
**Cc:** Robb, Katie GCPE:EX; Flood, Leanne GCPE:EX  
**Subject:** RE: For Sarah's approval: NR-Improved maintenance standards for Howe Sound and North Shore crossings

Hey Lianne,

This is quite long for an NR that used to be an IB. Can we cut it down please?

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**From:** Bowness, Lianne GCPE:EX  
**Sent:** Tuesday, October 23, 2018 9:27 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Robb, Katie GCPE:EX; Flood, Leanne GCPE:EX  
**Subject:** For Sarah's approval: NR-Improved maintenance standards for Howe Sound and North Shore crossings

Hi Sarah – here is a regional TRAN NR for your approval please. We are planning on putting this one out on Thursday morning at 9 AM to North Shore & surrounding area media.

Please note: This was originally an IB, but MLA Bowinn Ma is keen to do media on it, and has requested a quote in it, and our Min Office agreed this was fine. She wrote her own quote for the release.

This has passed all regional and program and comms approvals.

Please let us know if you have any further edits or if this is good to go.

Thanks!

**Lianne Bowness | Communications Manager**  
Government Communications and Public Engagement  
Ministry of Transportation and Infrastructure  
Direct: 250-356-7707  
Cell: 250-889-1336

## Zaharia, Sarah FIN:EX

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**From:** Rorison, Trish GCPE:EX  
**Sent:** October 22, 2018 2:58 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: IB Naming Rights

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Happy to chat now and they would release with the RFP. But what we can't do is post the RFP before we have talked to the stakeholders and they (PavCo) hasn't begun that process yet. They don't have the official approval from the MO.

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Monday, October 22, 2018 2:51 PM  
**To:** Rorison, Trish GCPE:EX  
**Subject:** RE: IB Naming Rights

Let me know when we can reconnect on this. I don't understand why we would put this out before the RFP? It will open up a lot of questions before we are ready with the answers. Shouldn't it correspond with the date of the RFP release?

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**From:** Rorison, Trish GCPE:EX  
**Sent:** Monday, October 22, 2018 11:41 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Chambers, Craig GCPE:EX; Jack, Carolyn GCPE:EX  
**Subject:** IB Naming Rights

Hi Sarah – as discussed. Craig is updating the QA and I'll be reviewing the RFP and QA this afternoon.

We are working closely with PavCo on this but MLB is eager to get this out as soon as we can.

Trish

## Zaharia, Sarah FIN:EX

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**From:** Spencer, Brad GCPE:EX  
**Sent:** October 22, 2018 10:51 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Cascaden, Lori R GCPE:EX  
**Subject:** RE: innovation commissioner progress report  
**Attachments:** DRAFT IC Progress Report - Oct 16.docx

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hi Sarah

The Innovation Commissioner's progress report is attached.

I will suggest to Ken they need an executive summary. The IC would like to get this posted online, but it needs some help from the graphics team. Should we also run this by the GCPE editors? I am not sure if there is a line in the sand with an 'independent' report.

We can discuss our plan with this report when we connect tomorrow.

Regards  
Brad

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** October 17, 2018 5:29 PM  
**To:** Spencer, Brad GCPE:EX  
**Subject:** RE: innovation commissioner progress report

Thank you very much for this Brad. I'm on the ADM committee for the Tech Strategy so I'm very interested in what they will be talking about in November. If you can keep me in the loop as the file progresses I would appreciate that.

-SZ

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**From:** Spencer, Brad GCPE:EX  
**Sent:** Wednesday, October 17, 2018 9:12 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** innovation commissioner progress report

Hi Sarah

I will meet with the innovation commissioner's team on Friday for preliminary discussions on publicity for their upcoming progress report.

The meat of the report is a set of recommendations.

- The broader goal is to use the report to preview key items to be unveiled in the Tech Strategy.
- Target dates will be mid to end of November.

We will reach out to you for input once we start planning. Let me know if you have any comments or questions at this stage.

Regards  
Brad

**Brad Spencer | Communications Director**  
Ministry of Jobs, Trade and Technology  
Government Communications and Public Engagement  
778 974-3546 (office)  
250 213-8637 (mobile)  
[brad.spencer@gov.bc.ca](mailto:brad.spencer@gov.bc.ca)

## Zaharia, Sarah FIN:EX

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**From:** Watt, Adrienne GCPE:EX  
**Sent:** October 22, 2018 10:20 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: For Review: Canada-UK Chamber (CUKC) Directory Ad

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

I think it's fine to loop in Robb whenever you think s.22  
s.22 Happy to meet anytime to discuss. I think we should bring Andrew in too as he is familiar with the history of their brand.

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** October 22, 2018 10:17 AM  
**To:** Watt, Adrienne GCPE:EX <Adrienne.Watt@gov.bc.ca>  
**Subject:** For Review: Canada-UK Chamber (CUKC) Directory Ad

Can we set up a meeting for the break week? I think it would be good to get on the same page. Would you like to talk to Kathryn before I loop in Robb?

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Friday, October 19, 2018 4:05 PM  
**To:** Watt, Adrienne GCPE:EX  
**Subject:** RE: For Review: Canada-UK Chamber (CUKC) Directory Ad

We are on the same page.

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**From:** Watt, Adrienne GCPE:EX  
**Sent:** Friday, October 19, 2018 4:04 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: For Review: Canada-UK Chamber (CUKC) Directory Ad

Yes, agreed. In my opinion they could do with a refresh.

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** October 19, 2018 4:02 PM  
**To:** Watt, Adrienne GCPE:EX <Adrienne.Watt@gov.bc.ca>  
**Subject:** FW: For Review: Canada-UK Chamber (CUKC) Directory Ad

We should talk about this with Kathryn and Robb.

Thanks for asking the question.

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**From:** Macdonald, Regan JTT:EX  
**Sent:** Friday, October 19, 2018 3:58 PM  
**To:** Watt, Adrienne GCPE:EX; Subeh, Noor JTT:EX  
**Cc:** Giles, Alison GCPE:EX; Wittstock, Theresa JTT:EX; Zaharia, Sarah GCPE:EX; Dalzell, Danielle GCPE:EX; Spencer, Brad



GCPE:EX; Hickli, Hope A GCPE:EX

**Subject:** RE: For Review: Canada-UK Chamber (CUKC) Directory Ad

Hi Adrienne,

Excellent question! We follow the branding guidelines produced by HQ, as Andrew's team is responsible for the creation of the international brand. See attached for the most recent. These ones reflect the use of the "leaf mark" that we requested be added to the international BCID to provide that visual linkage to Canada, particularly for use in countries where English is not the primary language. (We've had great feedback from this, by the way.)

We do want to continue to leverage the branding in order to provide that brand continuity in our international markets as it has been used for a significant amount of time. We know that B.C. has very little brand recognition internationally so brand continuity is important in order to tell our story as a business destination in a consistent manner. There is a careful balance to strike there in terms of updating the brand and maintaining consistency. As you mention, we have a number of materials created with this branding. This includes the brochures, but also the other marketing collateral that exists in our international offices and our Vancouver office.

We are happy to explore minor changes to the brand with the HQ team if that is desired, keeping in mind our efforts to maintain a steady, long term brand for our international audience. s.13

s.13

s.13 so if that project is approved, that would be a good opportunity to look at the international brand and make some tweaks. As you know, the current version of the site is not consistent with our branded materials and it would be great if they were. (I'm not sure why the website and the marketing materials were created differently.) Sarah, and I believe Kathryn, were involved in the stakeholder briefings on the website modernization project. We have recently had a bit of a re-org here at JTT so will be briefing our new ADM s.13 . We will be sure to keep JTT GCPE and GCPE HQ up to date when we have some movement on that project.

I hope that helps answer your question, happy to chat further if needed.

Thanks and have a great weekend!

Cheers,  
Regan

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**From:** Watt, Adrienne GCPE:EX

**Sent:** October 19, 2018 2:13 PM

**To:** Subeh, Noor JTT:EX

**Cc:** Giles, Alison GCPE:EX; Wittstock, Theresa JTT:EX; Zaharia, Sarah GCPE:EX; Dalzell, Danielle GCPE:EX; Spencer, Brad GCPE:EX; Macdonald, Regan JTT:EX; Hickli, Hope A GCPE:EX

**Subject:** RE: For Review: Canada-UK Chamber (CUKC) Directory Ad

Hi Noor,

This is all good from our end.

I do have a question regarding your overall templates/ branding you use as a unit. And perhaps this is a question for another forum, but here I am asking it. 😊 Also this may be a question for Regan.

Do you have plans to update your look and feel for these types of documents/ promotional items? The colours and blocked text are based on quite an older look and feel in government. I know you have so many documents that have been created with this look and feel and I understand continuing to leverage it. But I guess I'm curious if you have longer term plans to start phasing it out. Specifically I mean the colour palette and "blocky" text/ call outs.

I don't need an immediate answer, but at some point would love an update on your branding plans. Thanks!

Adrienne

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**From:** Subeh, Noor JTT:EX

**Sent:** October 19, 2018 1:00 PM

**To:** Watt, Adrienne GCPE:EX <[Adrienne.Watt@gov.bc.ca](mailto:Adrienne.Watt@gov.bc.ca)>

**Cc:** Giles, Alison GCPE:EX <[Alison.Giles@gov.bc.ca](mailto:Alison.Giles@gov.bc.ca)>; Wittstock, Theresa JTT:EX <[Theresa.Wittstock@gov.bc.ca](mailto:Theresa.Wittstock@gov.bc.ca)>; Zaharia, Sarah GCPE:EX <[Sarah.Zaharia@gov.bc.ca](mailto:Sarah.Zaharia@gov.bc.ca)>; Dalzell, Danielle GCPE:EX <[Danielle.Dalzell@gov.bc.ca](mailto:Danielle.Dalzell@gov.bc.ca)>; Spencer, Brad GCPE:EX <[Brad.Spencer@gov.bc.ca](mailto:Brad.Spencer@gov.bc.ca)>; Macdonald, Regan JTT:EX <[Regan.Macdonald@gov.bc.ca](mailto:Regan.Macdonald@gov.bc.ca)>; Hickli, Hope A GCPE:EX <[Hope.A.Hickli@gov.bc.ca](mailto:Hope.A.Hickli@gov.bc.ca)>

**Subject:** For Review: Canada-UK Chamber (CUKC) Directory Ad

**Importance:** High

Hi Adrienne,

Can you please review the attached print ad for the Canada-UK Chamber Directory? Apologies for the tight timelines. It is needed on Monday in the UK and with the time difference, we need to send the press file by this afternoon.

Event/Material name: Canada-UK Chamber (CUKC) Directory

Event date: October 22, 2018

Location: London, UK

Material: Ad, attached.

Date approval required by: October 19, 2018

Best regards,

Noor

## Zaharia, Sarah FIN:EX

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**From:** McCaffrey, Julianne GCPE:EX  
**Sent:** October 19, 2018 3:41 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: Materials: Temporary Foreign Worker Protection Act - Oct 23

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Ok, many thanks!

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Friday, October 19, 2018 3:41 PM  
**To:** McCaffrey, Julianne GCPE:EX  
**Subject:** RE: Materials: Temporary Foreign Worker Protection Act - Oct 23

I think we need to send the NR for translation otherwise we will blow the deadline. If we need to make edits we will.

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**From:** McCaffrey, Julianne GCPE:EX  
**Sent:** Friday, October 19, 2018 11:26 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** FW: Materials: Temporary Foreign Worker Protection Act - Oct 23

One typo that may beg a question from Rob to clarify – see below

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Friday, October 19, 2018 11:11 AM  
**To:** Gibbs, Robb GCPE:EX  
**Cc:** McCaffrey, Julianne GCPE:EX  
**Subject:** Materials: Temporary Foreign Worker Protection Act - Oct 23

Hi Robb,

Here is an update on the TFW and the supporting material:

The timing of the event did change to after QP. It is still just proposed legislation until 3rd reading and final ascent, so some of the more active or affirmative language needs to be muted with “proposed legislation” or “the legislation will do x” versus “the legislation does x”. The LBR team will be doing call arounds and reminding regional outlets that there is a FB live and a call in line.

Post event there will be some stakeholder outreach by the shop to ensure they have what they need to include material on the update in their newsletters and other coms. Done in coordination with the MO.

Op-Ed will go out in a week or two in the hopes of extending the coverage on this. Will be translated for ethnic media and may be used in regional areas where many migrant workers are employed. This will be reactive depending on how the coverage goes. Still waiting for MO approval but have included it for your information/review.

All other material has been approved by the MO and the DMO. All material is being shared with shops, like JTT and Health to make sure we have internal buy in and understanding. MLA kit will go to Caucus via MO on **Tuesday** ~~Wednesday~~ morning at aprox 7am.

Translations for all material is planned.

Let Jules or I know if you have questions or need more information. Looking forward to your edits and feedback.

-Sarah

---

**From:** Wey, Melody GCPE:EX

**Sent:** Friday, October 19, 2018 11:10 AM

**To:** Zaharia, Sarah GCPE:EX

**Cc:** McCaffrey, Julianne GCPE:EX

**Subject:** Materials: Temporary Foreign Worker Protection Act - Oct 23

Sarah- here's the package of communications materials for the Temporary Foreign Worker Protection Act announcement. All approved by the MO except the Op Ed.

- News release with backgrounder – being translated into Punjabi and Chinese for community specific media
- Q&As- both long form technical Q&As are included which the Minister may like to review, and the top 10 Q&As that the Minister should use to prep for the event
- MLA Kit – to be updated once we have a URL for the news release
- First reading notes
- Event speaking notes
- Opinion Editorial – issued a week or two after, translated for community specific media – still with MO for approval
- Event plan
- Guest list

## Zaharia, Sarah FIN:EX

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**From:** Newhook, Kelly TAC:EX  
**Sent:** October 19, 2018 10:50 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: TAC Lookahead Oct. 19

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

No, I don't feel any major scheduling issues. Actually, I think we are just planning better and able to do Vid messages that we would of liked to do last year, but weren't prepared enough in advance.

As a note – she actually is going to the TOTA AGM, we just scheduled the vid message for that one in case she couldn't make it. (we were doing three that day anyways, so added one more).

Ok – what time will work for you next week? Happy to meet whenever....how about between 2:30 and 4:30 on Monday??

Kelly

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Friday, October 19, 2018 10:44 AM  
**To:** Newhook, Kelly TAC:EX  
**Subject:** FW: TAC Lookahead Oct. 19

I'm seeing a lot of video messages – Are we having scheduling issues?

Need to connect at some point next week if you have time. A couple issues brewing.

---

**From:** Jack, Carolyn GCPE:EX  
**Sent:** Friday, October 19, 2018 10:41 AM  
**To:** Zaharia, Sarah GCPE:EX; Wyllie, Sandra TAC:EX; Carroll, Sandra TAC:EX; Avison, Claire TAC:EX; Nesbitt, Rachel GCPE:EX; Dargie, Cathy GCPE:EX; Chambers, Craig GCPE:EX; Schneider, Amy TAC:EX; Sekyer, Dean TAC:EX; Ross, Margo TAC:EX; Bhat, Asha TAC:EX; Wood, Gillian TAC:EX; Newhook, Kelly TAC:EX; Holding, Marina TAC:EX; Ranjan, Ramesh TAC:EX; Dudley, Alison TAC:EX; Berkes, Andrea TAC:EX; Machell, Aileen GCPE:EX; Poirier, Dorice TAC:EX; Shang, Cindy TAC:EX; Durno, Sarah TAC:EX; Jonker, Brian TAC:EX; Ferguson, Suzanne A TAC:EX  
**Cc:** Rorison, Trish GCPE:EX  
**Subject:** TAC Lookahead Oct. 19

Pls find attached the updated LOOKAHEAD.

Regards  
Carolyn

## Zaharia, Sarah FIN:EX

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**From:** Spencer, Brad GCPE:EX  
**Sent:** October 19, 2018 7:02 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Giles, Alison GCPE:EX  
**Subject:** RE: FOR REVIEW OCT 18: Op-ed: Manufacturing Week  
**Attachments:** Opinion-Editorial\_ManufacturingWeek2018\_Oct2018\_V7 (003).docx

Hi Sarah

Here is the revised Op Ed on manufacturing. You will see it reads less like a proclamation and more like a conversation. We made a strategic change to recognize the industry's Manufacturing Month, rather than the government's Manufacturing Week so it will be just as relevant next Wednesday or Saturday as it is today.

Note: this is for limited distribution only, to the regions mentioned in the Op Ed.

Let us know if this hits the mark.

Thanks  
Brad

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** October 18, 2018 1:05 PM  
**To:** Spencer, Brad GCPE:EX  
**Cc:** Giles, Alison GCPE:EX  
**Subject:** RE: FOR REVIEW OCT 18: Op-ed: Manufacturing Week

This isn't in the conversational tone I would expect from an op-ed. Has this been checked against the style guide?

---

**From:** Spencer, Brad GCPE:EX  
**Sent:** Thursday, October 18, 2018 8:08 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Giles, Alison GCPE:EX  
**Subject:** RE: FOR REVIEW OCT 18: Op-ed: Manufacturing Week

It has been approved by program but not reviewed by the MO yet.

Was hoping to avoid the scenario where the minister approves and then we need to tell him we want to make additional changes.

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** October 18, 2018 8:03 AM  
**To:** Spencer, Brad GCPE:EX  
**Cc:** Giles, Alison GCPE:EX  
**Subject:** RE: FOR REVIEW OCT 18: Op-ed: Manufacturing Week

Has this been approved by the MO?

---

**From:** Spencer, Brad GCPE:EX  
**Sent:** Wednesday, October 17, 2018 9:48 PM

**To:** Zaharia, Sarah GCPE:EX

**Cc:** Giles, Alison GCPE:EX

**Subject:** FOR REVIEW OCT 18: Op-ed: Manufacturing Week

Hi Sarah

This Op-Ed on manufacturing is intended to be distributed to the Okanagan, Kootenays, and North East BC only.

Minister Ralston has visited manufacturing facilities in these areas and wanted to give those communities some recognition.

We were hoping to send it out Thursday. But Friday is more likely now.

Thanks

Brad

## Zaharia, Sarah FIN:EX

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**From:** Wormald, Carla GCPE:EX  
**Sent:** October 18, 2018 1:15 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Currie, David GCPE:EX  
**Subject:** RE: Speech coaching

Hi Sarah,

The PS has just been invited to speak at the following event November 2 in coordination with Women and Girls in STEAM Week.

<https://wcm.ca/wcm-events/vancouver-shebiz-2018>

The event sold out in ONE day! There will be 30+ schools from the Tri-Cities, expecting 350 female students in total.

I know our comm plan outlined lead time, but I considered this a good practice opportunity.

Before I made my recommendation to Molly on whether I think she should attend, I wanted to confirm if we had speaking support prep.

Thanks,  
Carla

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** October 18, 2018 10:46 AM  
**To:** Wormald, Carla GCPE:EX <Carla.Wormald@gov.bc.ca>  
**Cc:** Currie, David GCPE:EX <David.Currie@gov.bc.ca>  
**Subject:** RE: Speech coaching

I think the first step is nailing the coms plan and a good stump so we can work through it with the coach. I worry that we are putting the cart before the horse otherwise.

---

**From:** Wormald, Carla GCPE:EX  
**Sent:** Thursday, October 18, 2018 9:22 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Currie, David GCPE:EX  
**Subject:** FW: Speech coaching

Hi Sarah,

Hoping for your help. I haven't heard back from Marie. I understand she has a few things on the go right now, but would be great to get a sense if she's able to assist us with the PS.

If she's not available, I have worked with Jennifer Walinga before and she's awesome. I don't think we have a contract with her, but I can check on availability.

<http://www.royalroads.ca/people/bio-dr-jennifer-walinga-phd>

<https://www.theifgroup.ca/>



Or I welcome any other suggestions you have.

Thanks for your support,  
Carla

---

**From:** Wormald, Carla GCPE:EX  
**Sent:** October 12, 2018 3:39 PM  
**To:** 'mariedellamattia@gmail.com' <[mariedellamattia@gmail.com](mailto:mariedellamattia@gmail.com)>  
**Subject:** Speech coaching

Hi Marie,

I hope this email finds you well enjoying these beautiful fall days.

I was hoping to see your availability in the next 3 weeks ahead and see if you had time to do some speech coaching with our Parliamentary Secretary for Gender Equity, Mitzi Dean? I understand you did some media training with her months ago and she spoke very highly of the experience.

We are hoping to prepare for some big key notes on the horizon and would again greatly appreciate your support.

If you have the time, I would greatly appreciate some date suggestions to get us started.

Warm regards,

Carla

*Carla Wormald, MA*

Manager Communications, Gender Equity  
Government Communications and Public Engagement  
Cell: 250-208-4309

## Zaharia, Sarah FIN:EX

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**From:** Russell, Shannon CITZ:EX  
**Sent:** October 17, 2018 7:21 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Harbord, Chris GCPE:EX; van Baarsen, Amanda CITZ:EX  
**Subject:** RE: Meeting #1 & #2

Hi Sarah,

I'm looping Amanda in as I'd like her to participate in these meetings as well.

Meeting #1 – we can do this Friday from 11:30 to 12:30 or 3:15 to 4:30pm. We can get a flip chart and meet here in our MO.

Meeting #2 - Can we focus on meeting #1 first then go directly into meeting #2? If you're not comfortable with that then we can do next Tuesday between 3:00 – 4:45pm.

Thanks  
Shannon

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Wednesday, October 17, 2018 2:05 PM  
**To:** Russell, Shannon CITZ:EX  
**Cc:** Harbord, Chris GCPE:EX  
**Subject:** Meeting #1 & #2  
**Importance:** High

Hey Shannon,

Can we get two meetings on the books asap?

#1 – meeting with you, Chris and I to go over how we work together and timelines and expectations. I would like 45 minutes at least for this meeting and would like it to happen in a room with a white board or flip chart. As I said earlier in the week, your schedule is the most complicated so please let us know a couple windows of time that work and we will get it scheduled.

#2 – Ministry strategy to develop a narrative of how we make sure CITZ is part of the overarching plan for government this fall/winter.

I strongly believe that meeting #1 has to happen first so let me know when we can get that on the books.

Cheers,

**Sarah Zaharia**  
Executive Director | Financial Ministries  
Government Communications and Public Engagement  
[Sarah.Zaharia@gov.bc.ca](mailto:Sarah.Zaharia@gov.bc.ca)  
(778) 584-1258

## Zaharia, Sarah FIN:EX

---

**From:** Bowness, Lianne GCPE:EX  
**Sent:** October 17, 2018 9:55 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Robb, Katie GCPE:EX; Flood, Leanne GCPE:EX  
**Subject:** RE: Revised NR - for Sarah's approval

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Thanks Sarah – much appreciated

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Wednesday, October 17, 2018 9:09 AM  
**To:** Bowness, Lianne GCPE:EX  
**Cc:** Robb, Katie GCPE:EX; Flood, Leanne GCPE:EX  
**Subject:** RE: Revised NR - for Sarah's approval

Much stronger first paragraph! Nice work. Really tight, thanks for all the effort on this one.

Approved ☺

---

**From:** Bowness, Lianne GCPE:EX  
**Sent:** Tuesday, October 16, 2018 4:17 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Robb, Katie GCPE:EX; Flood, Leanne GCPE:EX  
**Subject:** Revised NR - for Sarah's approval

Hi Sarah,  
As requested, we have taken out the contract award/ contractor info (and will put these details on the project websites) and have further tightened up the NR.  
Back to you for a final review please & thanks  
Lianne

**Lianne Bowness | Communications Manager**  
Government Communications and Public Engagement  
Ministry of Transportation and Infrastructure  
Direct: 250-356-7707  
Cell: 250-889-1336

## Zaharia, Sarah FIN:EX

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**From:** D'Souza, Pamela GCPE:EX  
**Sent:** October 17, 2018 9:05 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Leslie, Lisa GCPE:EX  
**Subject:** Re: For APPROVAL: Community Gaming Grants to parent advisory councils NR's + QA

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Thanks Sarah,

I will make those changes.

Do you need to see again?

Pam

Ps:thanks for the welcome! s.22  
s.22

Sent from my iPhone

On Oct 17, 2018, at 9:02 AM, Zaharia, Sarah GCPE:EX <[Sarah.Zaharia@gov.bc.ca](mailto:Sarah.Zaharia@gov.bc.ca)> wrote:

Thanks Pam (and welcome!)

In the BC Students benefit... release you have '(PAC's)' can we be consistent across the two releases please?

Any way we can find another word for extracurricular? It's used 5 times including the headline. Really like the quote from MSR.

---

**From:** D'Souza, Pamela GCPE:EX  
**Sent:** Tuesday, October 16, 2018 5:25 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Leslie, Lisa GCPE:EX  
**Subject:** For APPROVAL: Community Gaming Grants to parent advisory councils NR's + QA

Hello Sarah,

Please see attached NR and regional NR for approval.

The QAs are just for fyi and context.

Thanks

Pam

**Pamela D'souza** | acting manager  
Ministry of Municipal Affairs and Housing  
Government Communications and Public Engagement  
Desk: 778.698.8228 | Mobile: 250.896.3755 | Email: [pamela.dsouza@gov.bc.ca](mailto:pamela.dsouza@gov.bc.ca)

## Zaharia, Sarah FIN:EX

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**From:** Harbord, Chris GCPE:EX  
**Sent:** October 16, 2018 8:45 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: As requested - OCIO Connects - Assoc. DM/DM speaking notes  
**Attachments:** 3. 8169 Digital Government Strategy Update to CITZ Ex Com.pdf; CP\_Digital\_Government\_Strategy\_Oct to June 2019\_draft\_v1.docx; DGS Framework updated 17Sep18.pptx

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hi there – draft comm plan, current status and digital strategy framework attached for our discussion tomorrow.  
Cheers, Chris

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Monday, October 15, 2018 2:34 PM  
**To:** Harbord, Chris GCPE:EX  
**Subject:** RE: As requested - OCIO Connects - Assoc. DM/DM speaking notes

That would be great, thanks very much. Please pass on that we'd like to support this in any way we can.

---

**From:** Harbord, Chris GCPE:EX  
**Sent:** Monday, October 15, 2018 2:32 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: As requested - OCIO Connects - Assoc. DM/DM speaking notes

You bet – we have some time on Wednesday. We got an update at executive today so I'll update our (very) draft comms plan and send it your way. Cheers, Chris

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Monday, October 15, 2018 2:30 PM  
**To:** Harbord, Chris GCPE:EX  
**Subject:** RE: As requested - OCIO Connects - Assoc. DM/DM speaking notes

Do we have a rollout plan for this? If you could send me an update or set up a call for us this week that would be great.

---

**From:** Harbord, Chris GCPE:EX  
**Sent:** Thursday, September 27, 2018 12:06 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: As requested - OCIO Connects - Assoc. DM/DM speaking notes

You bet – here are our latest KMs as well for your background. We have some other program-generated info but it's pretty dense. Happy to send it if you'd like. Cheers, Chris

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Thursday, September 27, 2018 10:21 AM  
**To:** Harbord, Chris GCPE:EX  
**Subject:** RE: As requested - OCIO Connects - Assoc. DM/DM speaking notes

Thanks for these. Can we connect in the next couple weeks so you can update me on the status of the Digital Strategy?  
Let me know when you have the info and grab some time in my calendar.

---

**From:** Harbord, Chris GCPE:EX  
**Sent:** Friday, September 21, 2018 11:59 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** As requested - OCIO Connects - Assoc. DM/DM speaking notes

Hi there – we’re working off of these so as to not duplicate for MJS. Most of the supercluster references are in CJ’s notes. I’ve also asked for a copy of the video in CJs notes and will share when I get it. Cheers, Chris

Chris Harbord  
Communications Director  
Ministry of Citizens’ Services  
Government Communications and Public Engagement  
P: 250 952-7302 | M: 250 920-5079 | [chris.harbord@gov.bc.ca](mailto:chris.harbord@gov.bc.ca)

## Zaharia, Sarah FIN:EX

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**From:** Spencer, Brad GCPE:EX  
**Sent:** October 10, 2018 4:38 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Cascaden, Lori R GCPE:EX  
**Subject:** RE: FOR REVIEW: Oct 10 noon. Futurpreneur NR Small Business Week NR

Hello

Thanks for the input. We will revise accordingly. I should have said, these announcements are both part of Small Business Week. There will be another one coming soon on the Small Business Roundtable. Will give you more time with that one.

Take care  
Brad

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** October 10, 2018 1:52 PM  
**To:** Spencer, Brad GCPE:EX  
**Cc:** Cascaden, Lori R GCPE:EX  
**Subject:** RE: FOR REVIEW: Oct 10 noon. Futurpreneur NR Small Business Week NR

I know we don't have a lot of time to talk revisions here but the Future NR is way too long. I'm not clear why we talk about fear in the quote from MBR, is that what we want to emphasize?

Small business week is even longer! WAY too much information here and too many numbers. Cut it down.

---

**From:** Spencer, Brad GCPE:EX  
**Sent:** Wednesday, October 10, 2018 12:06 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Cascaden, Lori R GCPE:EX  
**Subject:** FW: FOR REVIEW: Oct 10 noon. Futurpreneur NR Small Business Week NR

Hi Sarah, have you had a chance to review these two NRs yet?

Thanks  
Brad

---

**From:** Spencer, Brad GCPE:EX  
**Sent:** October 9, 2018 4:24 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Cascaden, Lori R GCPE:EX  
**Subject:** FOR REVIEW: Oct 10 noon. Futurpreneur NR Small Business Week NR

Hi Sarah

We have two news releases for review.  
Deadline tomorrow noon if possible.

- Futurpreneurs is a program for young entrepreneurs.
- Small Business Week is about the week-long focus on activities to support small business development.



Thank you  
Brad

## Zaharia, Sarah FIN:EX

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**From:** Butterworth, Kevin JTT:EX  
**Sent:** October 10, 2018 11:04 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Little, Christine JTT:EX; 'Tomica Divic'  
**Subject:** RE: Follow Up

Thanks Sarah,

I appreciate your flexibility. I'll send out the invites shortly.

Kevin

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Wednesday, October 10, 2018 11:03 AM  
**To:** Butterworth, Kevin JTT:EX  
**Cc:** Little, Christine JTT:EX; 'Tomica Divic'  
**Subject:** Follow Up

Hey Kevin,

As I mentioned on the phone I disagree with moving the steering committee meetings to the week of the co-sponsors meeting because it doesn't give me enough time to engage in a conversation about the material, have changes made and get approvals before our deadline of sending things to the DM's before the meeting on the Thursday.

I really like the idea you mentioned about sending material for the Thursday meeting on the Monday before, but that further makes my point about needing time for conversation, reviews and approvals before DM circulation.

You clearly felt very strongly about moving it s.22  
s.22

I know we are all anxious to hit the ground running and I'll do my best under either circumstance.

**Sarah Zaharia**  
Executive Director | Financial Ministries  
Government Communications and Public Engagement  
[Sarah.Zaharia@gov.bc.ca](mailto:Sarah.Zaharia@gov.bc.ca)  
(778) 584-1258

## Zaharia, Sarah FIN:EX

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**From:** Tomica Divic <tdivic@innovatebc.ca>  
**Sent:** October 4, 2018 9:12 AM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** Re: Revised terms of reference and roles & responsibilities

Hi Sarah,  
Thanks so much. 100% agree with all the recommendations below! Will make those changes and send back to everyone.  
(and yes re the sponsorship, we'll stay in close contact).  
Thanks so much for your help with this...  
Tomica

---

**From:** "Zaharia, Sarah GCPE:EX" <Sarah.Zaharia@gov.bc.ca>  
**Date:** Thursday, October 4, 2018 at 8:54 AM  
**To:** Tomica Divic <tdivic@innovatebc.ca>  
**Subject:** RE: Revised terms of reference and roles & responsibilities

Thanks so much for this, I think these changes will really help.

Can you please replace Brad with Lori on the steering committee list? Brad won't be a part of the Tech Summit this year.

I'm fine with the changes you suggested in the roles and responsibilities list, but I want to confirm is that you and I are going to stay in close touch about sponsorship. I'm fine to keep it off the formal chart if we can commit to that.

Given that the house will not be sitting during the summit week I'd like to see GCPE added to the VIP conversation. Doesn't need to be approval but if we could be added as a slash that would be great. I will have a larger role this year coordinating ministers and their schedules on site with a much higher attendance of cabinet. I'll be strategizing with our team here on how best to do that.

Give me a call if you'd like to discuss,

Sarah

---

**From:** Tomica Divic [mailto:tdivic@innovatebc.ca]  
**Sent:** Wednesday, October 3, 2018 9:03 PM  
**To:** Fast, Christine JTT:EX; Little, Christine JTT:EX; Zaharia, Sarah GCPE:EX  
**Cc:** Shirley Vickers  
**Subject:** Revised terms of reference and roles & responsibilities

Hi all,  
Thanks so much for taking the time to discuss how to streamline our committees/decision making procedures for the summit. Attached are the revised terms of reference and roles and responsibilities documents (with highlights/track changes so you can see what's been edited).

Main changes:

- TOR
  - The steering committee and the comms committee have merged into 1 to avoid duplication
  - Added William Johnson and a Trade and investment rep to the committee
  - Meetings will be bi-weekly, additional as required (this remains the same)

- The first half of the meeting we can provide overall updates to everyone, then the second half will focus on comms (deeper discussions as required) [JTT, GCPE and Innovate BC - rest of the group not required to participate in this portion]
- Additional working groups (for youth program, investment showcase etc) can be formed and will meet as required (ad hoc, as needed)
- Roles and Responsibilities
  - A couple of items have been moved from co-sponsor responsibility to steering committee or GCPE to allow for quicker decision making

Hope this works for everyone. Please let me know if there are questions/concerns and if not – how we can get this reviewed and approved by everyone in concept before the co-sponsor meeting.

Thanks so much,  
Tomica

**Tomica Divic**

Managing Director, Operations

Innovate BC

Office: 604 602 5204 | e-mail: [tdivic@innovatebc.ca](mailto:tdivic@innovatebc.ca)

Suite 900, 1188 West Georgia St.

Vancouver, BC

Say hello to the new **Innovate BC**

## Zaharia, Sarah FIN:EX

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**From:** Lowe, Sonia GCPE:EX  
**Sent:** October 3, 2018 3:10 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Robb, Katie GCPE:EX; Weiss, Jamie GCPE:EX  
**Subject:** RE: FOR APPROVAL - TRAN - Final NR - Shift Into Winter  
**Attachments:** NR\_Shift Into Winter.docx

Thanks Sarah – Jamie and I revised a bit (and cut it down).

---

**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Wednesday, October 3, 2018 2:20 PM  
**To:** Lowe, Sonia GCPE:EX  
**Cc:** Robb, Katie GCPE:EX; Weiss, Jamie GCPE:EX  
**Subject:** RE: FOR APPROVAL - TRAN - Final NR - Shift Into Winter

The first paragraph is confusing – can you give that a rework? If you read it out loud you'll get what I mean.

The release is really long, can we work some of this into a quick facts?

---

**From:** Lowe, Sonia GCPE:EX  
**Sent:** Wednesday, October 3, 2018 2:11 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Robb, Katie GCPE:EX; Weiss, Jamie GCPE:EX  
**Subject:** FOR APPROVAL - TRAN - Final NR - Shift Into Winter

Hi Sarah – hoping for your review and sign off on our Shift Into Winter NR - it is attached for your approval. Note - we will need to get the final to Mosaic by no later than **2pm tomorrow** if we want translations done in time for the next Wednesday's event.

NOTE - the quote has been previously approved by the MO for the release, but let us know if it's okay.

The Winter Driving Safety Alliance will also be putting out their own NR at the same time, just FYI.

Thanks,

Sonia Lowe | Senior Public Affairs Officer  
Ministry of Transportation and Infrastructure  
Government Communications and Public Engagement  
Tel: 250.387.5710 | Mobile: 250.882.6696 | email: [sonia.lowe@gov.bc.ca](mailto:sonia.lowe@gov.bc.ca)

## Zaharia, Sarah FIN:EX

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**From:** Little, Christine JTT:EX  
**Sent:** October 3, 2018 2:42 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** RE: Follow Up - Tech Strategy

Nothing as yet – but team asked for one end of next week – just trying to land on a consistent time/date that works for folks. We are at DMCSSP on Tuesday for feedback with the same deck you would have seen for the ADM meeting.

If you have anything you'd just like to share with me directly I'm happy to set up a 1:1.

Christine Little  
Assistant Deputy Minister  
Small Business and Regulatory and Service Improvement and  
Technology, Innovation and Economic Development Divisions  
Ministry of Jobs, Trade and Technology  
Phone: 250-387-0661

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**From:** Zaharia, Sarah GCPE:EX  
**Sent:** Wednesday, October 3, 2018 2:24 PM  
**To:** Little, Christine JTT:EX  
**Subject:** Follow Up - Tech Strategy

Hi Christine,

Just had a great meeting with Robb and JM about the Tech Strategy and was wondering when the next ADM meeting will be. Has something been scheduled?

**Sarah Zaharia**  
Executive Director | Financial Ministries  
Government Communications and Public Engagement  
[Sarah.Zaharia@gov.bc.ca](mailto:Sarah.Zaharia@gov.bc.ca)  
(778) 584-1258

## Zaharia, Sarah FIN:EX

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**From:** William Johnson <wjohnson@innovatebc.ca>  
**Sent:** October 1, 2018 6:36 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Subject:** Re: Adjusted Colour on Summit Site

Thanks Sarah.

Are you sure Co-Sponsors need to see this? If we wait until Thursday, we'll have to push the ticket release date again.

Let me know what you think.

W.

### William Johnson

Director, Marketing & Communications  
Innovate BC (formerly BC Innovation Council)  
Office: 604 602 5252 | Cell: 604 619 4163  
Suite 900, 1188 West Georgia St.  
Vancouver, BC  
[www.innovatebc.ca](http://www.innovatebc.ca)

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**From:** "Zaharia, Sarah GCPE:EX" <Sarah.Zaharia@gov.bc.ca>  
**Date:** Monday, October 1, 2018 at 4:41 PM  
**To:** William Johnson <wjohnson@innovatebc.ca>  
**Cc:** Michelle Zazulak <mzazulak@innovatebc.ca>, Hannah Foley <hfoley@innovatebc.ca>  
**Subject:** RE: Adjusted Colour on Summit Site

I talked it out with my ADM – Robb Gibbs and he approved. Thanks very much for working it through with us. I believe this still has to go through the Co-Sponsors but both Robb and I will be supportive on the call.

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**From:** William Johnson [mailto:wjohnson@innovatebc.ca]  
**Sent:** Monday, October 1, 2018 2:36 PM  
**To:** Zaharia, Sarah GCPE:EX  
**Cc:** Michelle Zazulak; Hannah Foley  
**Subject:** Adjusted Colour on Summit Site  
**Importance:** High

Hi Sarah,

Per your direction, Michelle has modified the primary colour for the Summit website:

<https://events.bizzabo.com/210503/home>

Can you share this link with the appropriate people, so we can get sign-off to publish and continue design enhancements?

Let me know what else you need.

Thanks,  
William

**William Johnson**

Director, Marketing & Communications  
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