



WHY I LEAD LOCAL

**BUILDING COMMUNITY.
STRENGTHENING LOCAL BUSINESS.
LEADING WITH INTENTION.**

Throughout our communities, people are looking for something more meaningful in how we support one another — through connection, collaboration and intention. I believe that moment is now.

As President of Think Local First and founder of Carter Notary, I'm part of a growing movement across Greater Victoria rooted in a simple but powerful idea: when we support local, we all move forward together.

After more than a decade with Think Local First, I'm seeing our message resonate more deeply than ever. Think Local First brings that opportunity to life — connecting businesses and organizations across our region, creating space for collaboration and making it easier for people to choose local in meaningful ways.

People want to be part of something that matters. Supporting local is one of the most immediate ways to do that. Even a modest shift in local spending can generate thousands of jobs and billions in economic activity across British Columbia — and more importantly, it strengthens the fabric of our communities.

For me, this work is personal. I understand the realities small businesses face, and that shapes how I lead. I'm passionate about encouraging simple, practical actions: support a local business, attend an event, amplify one another.

That same philosophy carries into Carter Notary, recently honoured as the *Times Colonist* 2025 Reader Award winner for Best Law Office — a practice built on trust, care, and long-term relationships.

**STRONG COMMUNITIES START LOCALLY.
BE PART OF THE MOMENTUM.**



BEVERLY IN ACTION WITH TLF MEMBERS. Photos from left to right: Cathy Scott and Beverly Carter; VP Steven Seltzer, Joanne Sasvari, Joe Perkins, Beverly Carter, Jim Zeeban, Kyara Kahakauwila; Beverly Carter, Ian Ibbotson, Steven Seltzer; Mary Lou Newbold, Beverly Carter.



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Think Local First is a non-profit society centred on encouraging people to support local businesses so we can keep Greater Victoria a vibrant, sustainable community and make it a better place to live!



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