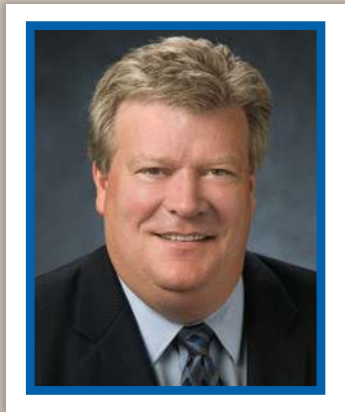


APRIL DINNER MEETING

Tuesday, April 15, 2014
Cascades Casino Resort Ballroom
20393 Fraser Highway, Langley



LNG Builds Jobs for BC Families

With Special Guest Speaker:
Hon. Rich Coleman
Deputy Premier

Minister of Natural Gas Development
Minister Responsible for Housing
MLA Fort Langley - Aldergrove

Networking: 5:00 pm to 6:30 pm (dinner) with presentations to follow.

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PRESIDENT'S REPORT

GLCC Working Hard for Businesses

> At our March Meeting the Board of Directors was informed that Past President Angie Quaale and Community Director Sharon Newbery have decided to put their names forward as candidates in the 2014 Municipal elections, and would therefore be stepping down from the Board. We thank them both for their dedication and contributions to the Board and wish them both success in their campaigns.



During the past month we have been very busy:

- We held a very successful Marketing Workshop,
- Submitted resolutions for approval at the BC Chamber AGM in May
 - Return to 3 Year Funding
 - Reinstatement of the Business Vote
 - Airport-To-Airport Connector
- Continue to work on the Succession Plan
- Held four "Open House" events in Langley City, North Langley, South Langley and Aldergrove.

The Open House events were very well attended by existing and potential members. We are focused on continuing to grow the membership and represent the voice of business. To be successful, we need to ensure our members are aware of the benefit programs available to them and the advocacy work being done by the Board on their behalf. We appreciate the opportunity to visit all four communities and thank our hosts in each community. The feedback from attendees indicates that they are better informed about the numerous activities at the municipal, regional, provincial and federal levels to eliminate red tape, promote the local economy and support the social welfare in Langley.

The Greater Langley Chamber of Commerce

is pleased with the amendments announced by the provincial government concerning recycling regulations. As a result of the BC Chambers working in partnership with government and Multi Media BC, the regulation has been re-tooled to achieve the environmental goals while protecting the vast majority of smaller businesses from significant new costs and red tape. There is more work to be done on this file to mitigate the impact on specific industry sectors. We will keep you informed on any progress we are able to achieve through the BC Chamber.

We are also pleased to advise that Federal Minister of Public Safety's office has confirmed that the Aldergrove Port Of Entry is being designed and built to have the capacity to be a full commercial processing facility when completed in 2016, and current plans include two commercial primary inspection lanes. Over 9 years ago there was a decision to close this port to commercial processing and there have been efforts since to reverse that decision. We wish to recognize the support and work done by our past board members and our Member of Parliament Mark Warawa.

During the coming month the Board will be:

- Making a call for nominations to form the 2014-2015 Board of Directors,
- Introducing recommendations to change the bylaws to improve efficiencies

We will be drafting our 2014/2015 budget and considering the impacts from our long term succession plans around additional staffing and potential new facility options. All of the changes will focus on being prepared to grow with the community and providing expanded services to improve business success.

It is a very exciting time for the Greater Langley Chamber of Commerce – we are very fortunate to have a Board of Directors who is very interested and willing to dedicate the time and effort required to work through the various stages of change.



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Upcoming Chamber Events

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U40 Monthly Mingle - April 2014

Wednesday, April 9th, 2014, 4:30 pm to 6:30 pm

Earls Kitchen & Bar Langley ~ 600 - 6339 200 Street, Langley

Registration is complimentary for all guests but a courtesy RSVP is required for catering purposes.

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What is the U40 Group? U40 is a group that meets monthly to help motivate young and emerging professionals to come together to network, share ideas and become leaders of the

Langleys! Come and enjoy complimentary non-alcoholic beverages, appetizers, a business card draw provided by our generous host!

Fraser Valley Chambers of Commerce Business Showcase

Wednesday, April 16th, 2014, 2:00 pm to 7:00 pm

Tradex, 1190 Cornell Street, Abbotsford

Registration is complimentary for all guests but a courtesy RSVP is required for catering purposes.

e: events@abbotsfordchamber.com w: www.abbotsfordchamber.com

You are invited to promote your business at the most inclusive Fraser Valley networking

event of the year. An estimated 1,000 + business owners and decision makers will be attending.

Open Late for Business at Langley Memorial Hospital Foundation

Wednesday, April 24th, 2014, 4:30 pm to 6:30 pm

Langley Memorial Hospital Foundation ~ 22051 Fraser Highway, Langley

Registration is complimentary for all guests but a courtesy RSVP is required for catering purposes.

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Join us in celebrating the completion of the new maternity wing at LMH!

Your business card is your ticket to the Chamber's popular networking event! Hosted on a monthly basis by Chamber

members, these events are the perfect opportunity to connect with Langley's business community in a casual and fun environment!

Governance Workshop: How to Be the Best Board You Can Be

Thursday, June 5th, 2014, 4:00 pm to 8:30 pm

Langley Seniors Resource Centre ~ 20615 - 51B Avenue, Langley

Cost: Members: \$35.00 + GST / Non-Members: \$45.00 + GST

RSVP is required for catering purposes.

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ELEMENTS
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Understanding board governance is an essential part of effectively serving any board you serve on. The Greater Langley Chamber of Commerce is excited to host a governance workshop with Larry Nelson as our special guest presenter.



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The Canada's Anti-Spam Legislation (CASL) is coming are you prepared?

Canada's Anti-Spam Legislation (CASL) establishes rules for the sending of commercial electronic messages (CEMs) and the installation of computer programs. CASL also prohibits the unauthorized alteration of transmission data. The rules that apply to CEMs come into force on July 1, 2014 while the rules governing computer programs take effect Jan. 15, 2015, followed by the private right of action on July 1, 2017.

What You Need to Know About Sending Commercial Electronic Messages

- CASL applies to everyone—individuals, incorporated and unincorporated businesses, not-for-profit organizations, etc.—who sends electronic messages for commercial purposes.
- Under CASL, electronic messages can include emails, SMS text messages, instant messages and messages sent through social networks.
- CASL defines a CEM as a message that encourages participation in a commercial activity. This includes advertisements and information about promotions, offers, business opportunities, events, etc.
- Under CASL, consent is required before sending a CEM. Yet, an electronic message that is sent to obtain consent to send a message for commercial purposes is also considered a CEM.
- Consent can either be express or implied.
 - Express consent means someone actively gave

you permission to send him/her a CEM.

- Implied consent means it would be reasonable to conclude you have someone's permission to send him/her a CEM based on prior relationships. Implied consent could also apply to someone who has conspicuously published his/her email address, say on a website.

- To obtain express consent, you must:
 - Clearly describe the purposes for requesting consent;
 - Provide the name of the person seeking consent and identify on whose behalf consent is sought, if different;
 - Provide contact information (mailing address and either a phone number or an email address) of those parties seeking consent; and,
 - Indicate the recipient can unsubscribe.
- Under CASL, you must be able to prove you have consent.
- You must include the following in every CEM:
 - The name of the person sending the message, and identify on whose behalf the message is sent, if different;
 - Contact information (mailing addressing and either a phone number or an email address) of the senders; and,
 - A mechanism that allows the recipient to easily unsubscribe at no cost.

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Canadian Anti-Spam Legislation Seminar: Are You Prepared?

Thursday, April 24th, 2014, 11:30 am to 1:30 pm (Light Lunch Included)

Hampton Inn & Suites ~ 19500 Langley Bypass, Langley

Cost: Members \$35.00 + GST / Non-Members: \$50.00 + GST ~ RSVP is required for catering purposes.

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CASL comes into force on July 1st, giving businesses just 6 months to bring their marketing and sales processes into compliance. It allows for stiff penalties (up to \$10 Million) for non-compliance, and leaves officers and directors

vulnerable to personal liability in the event of a breach. If you use the internet to communicate with prospects, partners or customers, this workshop is for you.

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TAMMY REA, TD Canada Trust
MARY REEVES, Big Brothers Big Sisters of Langley

THE VOICE OF BUSINESS CONTACTS:



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 lynn@langleychamber.com



Chantelle Bowles
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Fostering Strategic Thinking for the Leaders in Your Business

Good leaders have many common characteristics. They are good communicators, strong motivators, have excellent interpersonal skills and influence others to perform well. Another common trait is strategic thinking. Strategic thinking involves a broad, long-range approach to problem-solving and decision-making. Strategic thinkers are people who use objective analysis and plan ahead. They “think in multiple time frames,” not only envisioning the future with a “system-wide lens,” but also establishing systematic steps in order to successfully realize those long-term goals and the impact on all levels of an organization.

Current research on the significance of strategic thinking in successful leadership is eye-opening. According to Robert Kabacoff, Ph.D, Vice President of Research at Management Research Group, “a strategic approach to leadership was, on average, 10 times more important to the perception of effectiveness than other behaviors studied. It was twice as important as communication (the second most important behavior) and almost 50 times more important than hands-on tactical behaviors.”

If you were to foster more strategic thinking in your organization, how would you do it? Is it possible to strategically implement strategic thinking?

Kabacoff is quick to point out that strategic thinking is not just a set of techniques or skills; it is a mindset. He offers several useful tips on how to incorporate a more strategic mindset into your everyday business practice in “Develop Strategic Thinkers Throughout Your Organization”:

- 1. Make it a regular occurrence.** Don't just have one or two major strategic planning sessions per year, make time for it regularly, alone and with others, so that planning becomes a consistent process.
- 2. Broaden discussion of business** beyond the scope of day-to-day by including information about “the market, the industry, customers, competitors, and new technologies.” ‘Out-of-the-box’ and ‘big-picture’ thinking requires an intimate understanding of the underlying and overarching details that impact and influence business.

3. Keep an ear to the ground. Know what's happening throughout the organization and ensure that information is freely shared among different departments; “cross-functional teams can work on strategic organizational issues, and the results of their thinking and efforts should be published and shared throughout the organization.”

4. Encourage manager mentorship. A mentor is an incredible resource to help model the types of behavior and skills that you want to build in your team. Look for a mentor who embodies a strategic mindset and can offer advice on how to approach issues with objective analysis and systematic planning.

5. Have clear values and/or a mission statement for your organization. It is easier to focus your efforts in a strategic manner if guided by an overall organizational plan or vision. It also helps provide a broader context that helps inform planning and decision-making.

6. Reward an analytical approach that involves “anticipating opportunities and avoiding problems” rather than reactionary responses or crisis management. This will go a long way to fostering a change in mindset by emphasizing the value of thinking broadly and identifying solutions that take into consideration “the greatest long-term benefit for the organization.”

7. Train your team to ask “why” and “when” questions. Asking your team to think critically of a particular course of action will hold managers/leaders accountable for ensuring a strategic process underlies the decision made. “When a manager suggests course of action, their boss can ask them to consider what underlying strategic goal this action serves, and what the impact will be on internal and external stakeholders.”

Leaders who epitomize strategic thinkers do so because they can take a long-term goal or intangible vision and make it a reality. It's no easy task, but these tips will certainly help foster an environment in which strategic thinking can thrive.

Carmen Morgan *Writing on the Wall*