

MARCH DINNER MEETING

Tuesday, March 18, 2014
Cascades Casino Resort Ballroom
20393 Fraser Highway, Langley



Mayor Jack Froese
Township of Langley

Building Our Future

The Growth Strategy for the region will see the Township of Langley's population double over the next 30 years. Learn about what is being done to prepare for this exciting growth.



Mayor Ted Schaffer
City of Langley

Investing in Business, Investing in our Future

How attracting and retaining investment in the City of Langley benefits our entire community

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

**RESERVATIONS REQUIRED BEFORE
5:00 PM ON FRIDAY, MARCH 14th.**

Members: \$35⁰⁰ + GST ~ Non Members: \$50⁰⁰ + GST
p: 604-530-6656 e: info@langleychamber.com
w: www.langleychamber.com

Cancellation Deadline: 24 hours prior ~
Sorry, "No Shows" will be invoiced.

Search Engine Optimization Died in 2013

Search Engine Optimization is dead. At least that's what some experts were claiming in 2013.

Sure the process of optimizing your website to do better on search engines like Google, Yahoo and Bing has changed (for the better) but it's by far from dead.

On the 19th of February 2014, Matt Cutts (@mattcutts), Google's head of search was asked this simple question.

"Does Google have a test version of the search engine that totally excludes any backlink relevance?"

To which Matt replied "We have run experiments internally and the search results look much, much worse. It turns out that back links for the most part are really big win in terms of quality for search results. We have no intention of turning the (SEO) element off in the future."

The process of optimizing your website for search engines (SEO) is a very important part of your overall marketing plan. If you want to rank higher for terms your potential customer is searching for, then you'll need to beat the competition in your sector.

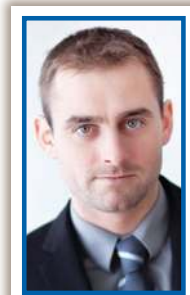
A recent study showed that out of four main online marketing channels, Social Media, Organic Search Traffic (SEO), Pay-per-Click and Online PR, organic search traffic had a 45% higher conversion rate.

Not only does organic traffic offer better conversion of visitors, it's free if set up correctly!

In the last few years SEO has become harder, with more competition and over 75 Google algorithms a year weeding out poor quality websites. The days when you could simply buy 1,000's of back links for \$30 are over, this kind of SEO will get you banned from Google.

With so many updates, ever changing rules and new internet marketing opportunities it pays big to be on top.

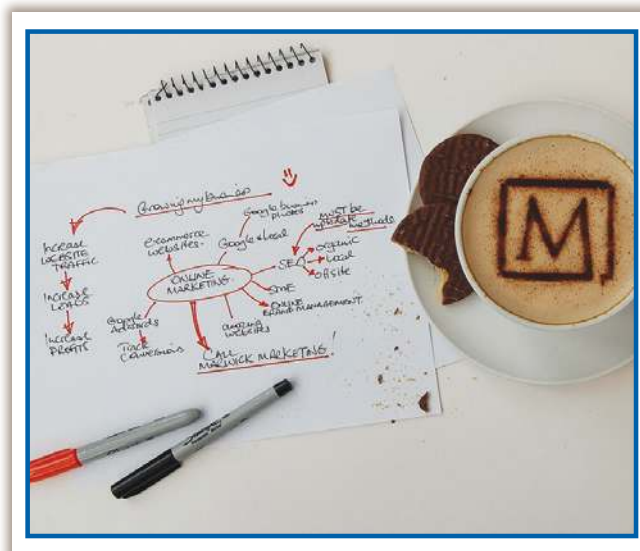
That's where Marwick Marketing comes in. Not only is Marwick a full service marketing agency, but they



are also a Google Partner. One of only a very small handful of online marketing agencies in Greater Vancouver hold this accreditation.

As a full service marketing agency you're effectively hiring a web designer, marketing consultant, social media consultant, Pay-per-click consultant and graphic designer for less than hiring one part-time person to work at your establishment.

Or as Tim Ball from the Great Canadian Oil Change puts it, "In the past we've worked with a range of consultants from design to internet marketing. Working



with Marwick has helped us streamline and improve the return on investment with all our marketing. I now only have one point of contact for all our marketing needs."

So if you're looking to increase sales online, build a better audience on social media or re-brand your current website to work on mobile devices make sure you give Marwick Marketing a call on 604 614 0174 or visit www.MarwickMarketing.com

By Christian Thomson
of Marwick Marketing Inc.



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GLCC Working Hard for Businesses

During February and March the Board of Directors are hosting "Open House" Networking Events in Langley City, Brookwood, Walnut Grove and Aldergrove to introduce the Community Directors, the Board Members and provide an overview of the value of membership in the Chamber of Commerce. We have enjoyed going out to the communities to meet with local business people and discuss various business issues in informal settings.



hope to spice it up with a few new changes at a new location, so get your team together and register soon to avoid disappointment. The committee also has some unique sponsorship opportunities so please – contact Chantelle at the Chamber Office.

We continue to work on our advocacy efforts that will be voted on at the BC Chamber AGM in May this year, the current issues being drafted and lobbied include:

- Reinstatement of three year funding for registered charities
- The need for a Business vote in BC
- Commercial designation of the Aldergrove Port of Entry
- Designation of an East West Connector from the Abbotsford Airport to YVR
- Maintenance of the Fraser River to ensure efficient commercial transport and protection of industrial lands
- Review of the transportation funding model including the tolling policy

A significant focus for the Chamber in the coming months will be the 2014 Municipal Elections and the transportation referendum. We will plan forums and communications to encourage increased turnout at the polls, introduce the candidates and provide information to ensure voters are knowledgeable of the options to be presented in the referendum.

And finally, in June we will host the Annual General Meeting to elect the 83rd Board of Directors. Watch for Nomination information to be distributed in the near future.

Kristine Simpson,
President

Past President Angie Quaale and I attended the throne Speech in Victoria with the Honorable Mary Polak. We very much appreciate the opportunity to travel to Victoria for such events and meet directly with our elected representatives, and we extend our gratitude to Hon. Mary Polak for the invitation. Meetings such as this gives our Chamber the opportunity to advance our lobby efforts, explore new initiatives and ensure Langley's concerns are kept in the forefront. I, along with 10 other Greater Langley Chamber members, also attended the Premier's post-budget speech with the British Columbia Chamber in Vancouver.

For our Spring programming, we are considering a 'Tour of Industry' to invite media writers to visit unique businesses that are located in Langley, often there are striving business that need to be celebrated and this can help us promote further investment in the community. We are continuing to look at providing unique and valuable educational programs, so we are requesting your input on topics and the best time and day for such sessions.

Our Golf Committee is completing plans for the annual tournament which will be at Pagoda Ridge. We

Join the Chamber of Commerce - It Pays for Itself! For Members Only

The Greater Langley Chamber of Commerce is excited to announce a new option available within the Chambers' of Commerce Group Insurance Program!

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Saturday, March 8, 2014, 3:15 - 4:30 pm
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SPONSORS & AUCTION ITEMS Needed

March Events

2014 Networking Open Houses

The Greater Langley Chamber of Commerce invites you to be our guest for an afternoon of networking, complimentary appetizers and introductions. Join us to meet your Community Director and other members of the Board of Directors.



North Langley (Including Willoughby, Walnut Grove & Fort Langley)
Thursday, March 6, 2014
 4:00 pm to 6:00 pm
 Holiday Inn Express Hotel & Suites
 8750 204 Street, Langley
 Thank you to our venue sponsor



Aldergrove (Including Gloucester)
Thursday, March 13, 2014
 4:00 pm to 6:00 pm
 Bob's Steakhouse
 27083 Fraser Highway, Langley
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Open Late for Business



Thursday, March 27th, 2014, 4:30 pm to 6:30 pm
BDO Canada LLP ~ 220 - 19916 64 Avenue, Langley

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

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!
WE'RE THROWING A HOUSE WARMING PARTY
 Join BDO Canada LLP for an evening of networking, wine tasting and delicious food as we celebrate the completion of our renovations! BDO is one of the leading accounting and advisory firms in Canada with our strengths firmly rooted in the communities we serve. Our professionals combine personalized, local advice and service with national resources and

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U40 Monthly Mingle

Wednesday, March 19th, 2014, 4:30 pm to 6:30 pm
The Keg Steakhouse ~ 9020 - 6339 202 Street, Langley

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

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!

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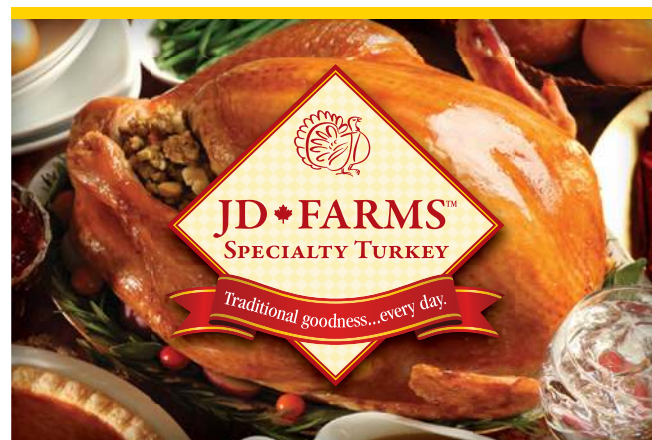


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PRESIDENT ~ Kristine Simpson, CPA

1ST VICE-PRESIDENT ~ Brian Dougherty,
Horizon Landscape Contractors

2ND VICE-PRESIDENT ~ Eric Woodward,
Statewood Properties Ltd.

SECRETARY-TREASURER ~ Eric Wilson, BDO Canada LLP

PAST PRESIDENT ~ Angie Quaale,
Well Seasoned - a gourmet food store

COMMUNITY DIRECTORS

LANGLEY CITY ~ Scott T. Johnston,
Campbell Burton & McMullan LLP

SOUTH LANGLEY ~ Sharon Newbery,
Rheanew Business Solutions Inc.

NORTH LANGLEY ~ Rick Barnett, Valley First Aid Ltd.

ALDERGROVE ~ Scott Waddle, Precision Auto Service Ltd.

DIRECTORS AT LARGE

JOHN CLAUS, Kore Irrigation Ltd.

JANE FEE, Kwantlen Polytechnic University

KRIS MOHAMMED, Sun Life Financial

SHERRI-LEE WOYCIK, Social Media Minder

TAMMY REA, TD Canada Trust

MARY REEVES, Big Brothers Big Sisters of Langley

THE VOICE OF BUSINESS CONTACTS:



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Greater Langley Chamber of Commerce
Executive Director

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lynn@langleychamber.com



Chantelle Bowles

Greater Langley Chamber of Commerce
Events and Communications Coordinator

604-530-6656

events@langleychamber.com



Barb Sytko

The Langley Times,
Advertising Sales Coordinator

604-533-4157

barb@langleytimes.com

New Member Spotlight

Chartwell Strategies Corp Dean Drysdale

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2014 Greater Langley Chamber of Commerce Golf Tournament

DATE: Thursday, June 12, 2014

LOCATION: Pagoda Ridge Golf Course, 7887 - 264 Street, Langley

FORMAT: Texas Scramble

REGISTRATION & TAILGATE BREAKFAST: 9:30 am

SHOTGUN START: 11:00 am

Registration is now OPEN! Contact the Chamber office for more information on
Golfer Spots and Sponsorship Opportunities.

Tips to take the bias out of strategy decisions

Personal bias often gets in the way of an objective evaluation of a situation, and can derail smart strategy decisions in both personal and business environments. Bias-free strategy decisions depend on having an established plan in place for evaluating processes and outcomes.

Freek Vermeulen, Associate Professor of Strategy and Entrepreneurship at the London Business School, and author of the book *Business Exposed: The Naked Truth about What Really Goes on in the World of Business* (2010), believes strategic decisions informed by personal bias limit the effectiveness of many strategic proposals.

When Vermeulen's friend had to make a decision about where to go for a surgical procedure, his friend visited several specialists in France and Germany before deciding on who should perform the procedure. To Vermeulen's surprise, his friend chose to have the operation in his hometown hospital in Spain, where no specialist was staffed. The operation did not go according to plan, and his friend was forced to undergo a second operation.

Vermeulen, who describes his friend as "a rational guy," believes his friend allowed personal bias to interfere with what should have been a straightforward decision. According to Vermeulen, the benefits of his friend being near his family during the recovery process shouldn't have outweighed the value of having a specialist perform the operation. "I have no doubt that, if he had been making this decision for me," says Vermeulen, "he would immediately recommend me to go to one of the real specialists, wherever they were in the world."

Vermeulen believes emotional decision-making is common in personal and business

decision-making. He offers some tips to eliminate personal bias:

Make decision rules beforehand. Have an established decision-making process before any decision needs to be made. Business decisions that may be emotionally difficult become strategically simple when there are rules in place. According to Vermeulen, Intel long ago made the difficult decision to abandon memory chips for microprocessors not because it was an easy decision to make, but because they had a process in place that clearly identified doing so as the viable business decision.

Tap into the wisdom of your crowd. Don't leave critical decisions in the hands of just one individual or a limited, select group. Involve members throughout your organization in the decision-making process. Doing so can reduce and minimize bias in your business's strategic decisions by allowing for a broader scope of perspectives.

Take the revolving door approach. In this approach, you adopt an outside perspective when viewing your business problem. Research has shown that by viewing the issue from the perspective of, say, new management or a consulting firm, you can greatly improve the objectivity with which you view the problem. Vermeulen notes, for example, that "people are very bad at estimating the time it will take them to complete a project, but they are good at estimating it for someone else."

Applying any of these simple concepts to your business can minimize bias in your decision-making and is another step towards improving your business's efficiency.

By: Carmen Morgan ~ Writing on the Wall.