

FEBRUARY DINNER MEETING

Tuesday, February 17, 2015

Cascades Casino Resort Ballroom
20393 Fraser Highway, Langley

Port Metro Vancouver: Facilitating our nation's trade while addressing local impacts



Port Metro Vancouver's Cliff Stewart, Vice President of Infrastructure, will provide an overview of Canada's largest port, how it is creating capacity in the gateway to facilitate Canada's trade. He will discuss how Port Metro Vancouver is working in collaboration with all levels of government and key stakeholders to address the impact of goods movement in the region, including by rail.

Registration and Networking: 5:00 pm to 6:30 pm
Dinner and presentations to follow.

RESERVATIONS REQUIRED BEFORE 5:00 PM ON FRIDAY, FEBRUARY 13th

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

Greater Langley Chamber of Commerce Cancellation Policy: Event payment is due upon registration. No refunds or credits after 12:00 pm on Monday, February 16, 2015.

PRESIDENT'S REPORT

Many initiatives for Chamber this month

As the Board of Directors enters the last half of this term they have been very active on many fronts.

I am pleased to advise that Scott Johnston has stepped into the position of Vice-President to the Board for the remainder of the 2014-15 term. We will certainly welcome his expertise and input as the Chamber moves forward with the sale of our premises and relocation plans.

With respect to the transit referendum, the Board has made it a priority to inform our members, get feedback on their thoughts and perform additional research on our initial concerns. On that front, we hosted a very exciting debate between the Better Transit and Transportation Coalition, representing the "Yes" side and the Canadian Taxpayers Federation, representing the "No" side at our January Dinner Meeting. This event allowed businesses to get further information on the plan, as presented by Mike Buda (Executive Director of the Mayors' Council), and hear the various issues of concern from both sides of the debate. The event garnered significant media attention, which enabled us to highlight the potential issues for Langley businesses.

We are currently focusing our advocacy efforts on preparation for the BC Chamber AGM, where we will present and lobby on provincial issues that are also a concern to Langley businesses. In this regard we will



be working with our peers throughout the province to update our existing resolutions calling for changes to the Property Transfer Tax, expansion of the Mobile Business License to broaden the scope of eligible business and coverage to the whole Metro Vancouver region, coordinated management of the Fraser River, the introduction of online voting in provincial and municipal elections, and improved safety standards for shipment of dangerous goods by rail. We would welcome any input from our membership on issues of concern or specific challenges to business.

Concerning business education, we will be hosting special programs to assist our Not-For-Profit members, a Lunch & Learn series of business development workshops, and working with the FranklinCovey to feature The 5 Choices to extraordinary productivity workshop.

With networking in mind, we have scheduled U40 Monthly Mingles and Open Late for Business events for the balance of the term, as well as complimentary Open House networking events to introduce our Community Directors. A feature networking event for the Chamber is our annual Golf Tournament to be held June 11 at Pagoda Ridge Golf Course.

The Nominating Committee has begun the search for candidates to form the Board of Directors for the 2015-16 term. I urge any member that is considering putting their name forward for election to contact Lynn at the Chamber Office or any member of the Board for more information.

*Kristine Simpson
President*

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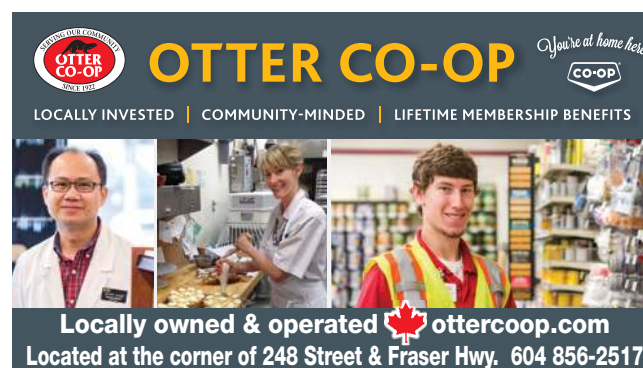
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For more information or an application form contact Chantelle at the Chamber office at 604-530-6656 or info@langleychamber.com.



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Many entrepreneurs are too busy, but not productive

Reprinted from Forbes 12/31/14
~ Written by Martin Zwillig, Contributor

If you define your self-worth as an entrepreneur by how busy you are, it's time to find another lifestyle. We all know people who are extraordinarily busy, but never seem to accomplish anything. For survival, entrepreneurs need to be all about accomplishing results that matter for themselves, their team, and their customers. That's productivity.

Why is this so hard? In a recent FranklinCovey study, respondents indicated that 40 per cent of their time was being spent on things that were not important to them or their companies. That is a huge hit on productivity. For insight, I recommend the details provided in a new book "The 5 Choices: The Path to Extraordinary Productive" by Kory Kogon, Adam Merrill, and Leena Rinne.

Although the authors focus has been on large organizations, I believe the concepts are even more relevant to entrepreneurs and startups. Every entrepreneur should consciously follow these five key choices and implementation tips, to compete and survive, as well as to get the personal satisfaction they expect from the lifestyle:

1. Act on the important, don't react to the urgent.

Filter the vitally important business priorities from the urgent for the moment, but less important ones, and keep your focus on what matters most to your success as a startup. This will increase your return on the moment (ROM) in the midst of fierce distractions.

2. Go for extraordinary, don't settle for ordinary.

To change the world, as envisioned by your passion, you need to achieve extraordinary results on the important things. That means identifying the few most important roles you play in the startup right now, giving a framework for balance, motivation, and fulfillment.

3. Schedule the big rocks, don't sort gravel.

You can never achieve major milestones by just sorting through the gravel faster. Decide what is most important and get those activities in the bucket before the week begins. Spend at least thirty minutes each week planning your schedule to execute with excellence on those important things.

4. Rule your technology, don't let it rule you.

Turn technology into a productivity engine, rather than a burden, to battle the avalanche of email, texts, and social-media alerts that threaten your productivity. Put order into the chaos by using technology to place all incoming information into four categories: appointments, tasks, contacts, and documents.

5. Fuel your fire, don't burn out.

There are only two sources of energy: a clear and motivating purpose, and a healthy body. Manage the five primary energy drivers of moving, eating, sleeping, relaxing, and connecting to create a pattern of life that fuels your fire and keeps you from burning out before your startup achieves success.

In addition to following these choices personally, an entrepreneur has to instill the same priorities and values into every member of the team, through leadership. Every business culture is built by the actions of its leaders, primarily through the startup process. Here are some ideas on how you can exercise leadership in creating a high productivity culture throughout the team:

- Regularly share your commitment to productivity with everyone.
- Practice productivity planning with your key team members.
- Create an environment where it is safe for people to press the pause button and make better decisions about where they are spending their time, attention, and energy.
- Break the assumption that everything you ask for is needed immediately.
- Provide and encourage the best use of technology to manage information overload.
- Reward highly productive efforts, just as you might reward good emergency responses.
- Encourage an aura of healthy energy and living versus anything for the cause.

Whether you are the entrepreneur leader or a team member, remember Pareto's Law, which asserts that 80 percent of all outputs result from 20 percent of the inputs. It's not the hours you work, but the work you put into those hours. Think seriously about which 20 percent of your tasks will produce more results than the other 80 percent combined. That's extraordinary productivity.



Members: \$295.00 + GST ~ Non-Members: \$350.00 + GST
Participant Kit, Continental Breakfast, Coffee Breaks and Lunch are included.
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THE 5 CHOICES[™]
to extraordinary productivity

Thursday, March 19, 2015

The 5 Choices helps increase the productivity of individuals, teams and organizations. Participants understand how to make more selective, high-impact choices about where to invest their valuable attention, energy and time.

Registration: 7:30 am ~ Workshop: 8:00 am to 4:00 pm
Cascades Casino Resort (20393 Fraser Highway, Langley)

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Seven low-cost marketing strategies to implement now

Courtesy of Business Development Bank of Canada ~ www.bdc.ca

You know it's going to take a marketing push to meet your sales goals this year. But your budget is tight and you'll need to use your imagination to make it. Where to start?

For many business owners, marketing doesn't come naturally. They lurch from one tactic to another without a clear idea whether the efforts are going to pay off in higher sales. Normand Coulombe, BDC Business Consultant in marketing, has advised scores of small and medium-sized businesses on how to improve their marketing. He offered some time-tested, low-cost techniques to improve your marketing and help you reach your goals:

1. Conduct a survey

It's critical to create a marketing plan before moving on to tactics. And the first step in developing a marketing plan is to understand who your target customers are and what they want from your company.

Coulombe suggests a good way gain a better understanding of your customers is to conduct a survey about your products or services. If you can't afford to hire a research company, do it yourself by creating a short questionnaire and recruiting existing and prospective customers to participate.

2. Pamper your existing customers

Coulombe says it's typically five times as expensive to make a sale to a new customer as it is to an existing one. So make sure you're not neglecting the people who already know and trust you.

Coulombe suggests taking your best customers out to dinner or golf and using the opportunity to ask them about how to improve your business. You could also personally write to your top 10 customers to thank them and tell them they're part of your new loyalty program or invite them to sneak preview of your latest product.



3. Commit to online marketing

The Internet provides you with an inexpensive 24-hour virtual storefront. You can build relationships with prospective customers by offering them high-quality content on your site such as blogs, how-to articles, videos and a newsletter.

Extend your reach by using social media. But Coulombe cautions: "If you're not willing to devote six to eight hours a week of an employee's time, you're better off going with a simple, well-designed website."

4. Use all your real estate

Your building and surrounding land or sidewalk are great places to put up signs and banners. And don't forget to use your vehicles as moving billboards. But remember: Your images and messages should focus on what you're selling, not your company's name.

5. Work at public relations

Coulombe says a media story about your company is 25 times more valuable than an advertisement because of the credibility it confers on your business. But in this era of media cutbacks, it's harder than ever to attract journalists' attention. Keep in mind that they're looking for a compelling story to tell. So help them by letting them know about your innovative product, unusual customer contact or high-stakes gamble that paid off. And keep at it—building relationships with the media will pay off.

6. Turn employees into ambassadors

Your employees are part of the community and have all sorts of contacts that could help you. How about inviting employees and their extended families to a fun event at your business? You may find you get new word-of-mouth business or hear about a potential new business partner. At the very least, your team will come back to work on Monday feeling energized.

7. Give back

By sponsoring a hockey team or participating in a charity drive with a cheque and a collection jar in your lunch room or by the cash register, you're not only doing your part for the community, but also generating goodwill with customers and prospects.

MARK YOUR CALENDAR! Upcoming Chamber Events

February Monthly Mingle

Monthly Mingles are hosted by the U40 group whose goal is 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 and a business card draw provided by our generous host!

- Wednesday, February 4, 2015 ~ 4:30 pm to 6:30 pm
- Sammy J's Grill + Bar (19925 Willowbrook Drive)
- This event is free to attend but a registration is required.

Lunch & Learn:

Stop Lecturing Start Communicating

Spend your lunch break with Maria Gallo, The Public Speaking Muse, and learn the fundamental skill of connecting with your business clients and prospects. Please bring your own lunch to enjoy.

- Wednesday, February 18, 2015 ~ 12:00 pm to 1:30 pm
- Greater Langley Chamber of Commerce (#1 5761 Glover Road, Langley)
- Chamber Members: \$10.00+GST / Non-Members: \$15.00+GST.

2015 Networking Open House: Langley City

The Greater Langley Chamber of Commerce invites you to be our guest for an afternoon of networking, complimentary appetizers (no host bar) and introductions. Join us to meet your Community Director, Mike Morrison, and other members of the Board of Directors.

- Tuesday, February 24, 2015 ~ 4:00 pm to 6:00 pm
- Frosting Cupcakery & Bake Shop (20411 Fraser Highway, Langley)
- This event is free to attend but a registration is required.

March Dinner Meeting ~ Langley Leadership Panel

Come learn what your elected officials are doing to improve the Langleys! With special guests: Mark Warawa, M.P.,

Langley / Rich Coleman, Deputy Premier, Minister of Natural Gas Development, Minister Responsible for Housing, MLA Fort-Langley – Aldergrove / Mary Polak, Minister of Environment, MLA Langley / Ted Schaffer, Mayor of the City of Langley / Jack Froese, Mayor of the Township of Langley.

- Tuesday, March 17, 2015 ~ Networking: 5:00 pm to 6:30 pm (dinner) with presentations to follow.
- Cascades Casino Resort (20393 Fraser Highway, Langley)
- Chamber Members: \$35.00+GST / Non-Members: \$50.00+GST

2015 Networking Open House: Aldergrove

The Greater Langley Chamber of Commerce invites you to be our guest for an afternoon of networking, complimentary Krause Berry Farms Baking, Winery Tasting Bar (no host bar) and introductions. Join us to meet your Community Director, Scott Waddle, and other members of the Board of Directors.

- Thursday, April 9, 2015 ~ 4:00 pm to 6:00 pm
- Krause Berry Farms Estate Winery (6179 248 Street)
- This event is free to attend but a registration is required.

8th Annual Fraser Valley Chambers of Commerce Business Showcase

You are invited to attend the Fraser Valley's most inclusive networking event of the year!

- Wednesday, April 15, 2015 ~ 3:00 pm 7:00 pm
- Ramada Plaza & Conference Centre (36035 North Parallel Road, Abbotsford)
- Please contact the Chamber office for more information on exhibiting and free guest registration.

Want to register for a Chamber event?

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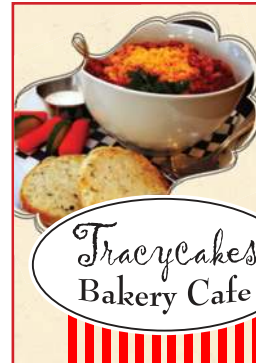
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SOUTH LANGLEY ~ Kris Mohammed, Sun Life Financial

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JANE FEE, Kwantlen Polytechnic University

TAMMY REA, TD Canada Trust

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