

FEBRUARY DINNER MEETING

Tuesday, February 16, 2016
Cascades Casino Resort Ballroom
20393 Fraser Highway, Langley

**Speaker and Topic TBA –
Registration is Open!**



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

**RESERVATIONS REQUIRED BEFORE
5:00 PM ON FRIDAY, FEBRUARY 12**
Members: \$35⁰⁰ + GST ~ Non Members: \$50⁰⁰ + GST
p: 604-371-3770 e: info@langleychamber.com
w: www.langleychamber.com

*Greater Langley Chamber of Commerce Cancellation Policy:
Event payment is due upon registration. No cancellations,
refunds or credits after 12:00 pm on Monday, Feb. 15, 2016.*

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SPONSOR OF THE MONTH

Community involvement is crucial to Precision Auto's Scott Waddle

Precision Auto Service is a locally owned independent automotive repair and service facility committed to the community we live in.

Scott Waddle started Precision Auto Service in 1997 after working as a mechanic/technician at several independent repair shops in Metro Vancouver. Knowing the repair business was in need of a modern, customer service oriented option for Langley residents, Scott opened a small, one bay shop. Almost 20 years later, they are still growing over 10 per cent every year.

Scott, along with his wife Jackie, and Langley's best team of auto repair professionals, continue to provide safe, reliable transportation to Langley and Aldergrove residents.

Being a small business with a local client base and staff, and having a young family, it is the obvious choice to be involved in the community at any level they can participate in. This commitment has proven to pay for itself repeatedly from both a business and personal point of view.

Some of the things you will find Scott and Jackie involved in are their children's school PAC, Director



for the Langley Chamber of Commerce, Director for the Automotive Retailers Association, member of the Think Referrals Business Networking group, supporters of Kimz Angels and many other



local charities, part of the Township Adopt a Street Program, and involvement in many other community events.

At Precision Auto, they are committed to providing the best and most cost effective service available. They do this by having the most technically advanced equipment, multiple service information systems and, most importantly, a staff of technicians and advisors who are qualified to repair your car today, and continually upgrading for tomorrow. They work hard to service your every need.

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President's Report

Reporting crime and inter-municipal licencing highlight Chamber activities

As we move into the second half of this term of office, the Board will continue to work on our long term goals as well as to focus on key issues to consider for submission to the Municipal Councils on local and regional concerns, to the BC Chamber of Commerce on provincial issues and to the Canadian Chamber of Commerce at the national level.



businesses.

We will also be partnering with other Chambers in the province and across Canada to submit a policy calling for a crime reduction strategy to address the root causes of crime and to ensure adequate sentencing across the country, and in particular, with regards to prolific repeat offenders.

Locally, the Chamber recently joined with the business associations in Langley City, Walnut Grove, Brookwood and Aldergrove, along with representatives of Township Council, City Council and the RCMP, on a Crime Prevention Roundtable to identify incidents of crime or suspicious activity in and around local business.

The outcome of this meeting is a better understanding of the confusion among business operators and employees with regards to what and how to report. The business associations will work with the RCMP to communicate the best reporting practices, to promote the CP-TED Program (Crime Prevention Through Environmental Design), and on the development of a business security kit for distribution to all Langley

The goal is to create one single Inter-Municipal Business License that would be valid for the entire region from Hope through to West Vancouver. Working in partnership with the Ministry of Small Business, 15 local Chambers of Commerce and Boards of Trade, and the BC Chamber of Commerce, are collecting data to include in a business case for the regional license that we will all present to our respective Councils. I wish to thank those businesses that responded

to our brief survey and I ensure your thoughts and concerns will be considered in the process.

As one of the goals of the Board is to recognize that business does not have borders and is generally conducted in a 'regional' manner, we were happy to partner with 12 other lower mainland Chambers and Boards to bring together over 400 people at the Hard Rock Casino Theatre in Coquitlam for a regional networking event, "New Year - New Connections". The event was very well received and I expect we will see it become a semi-annual or quarterly event.

Our Events Committees are currently working on a number of programs which will include some very outstanding sponsorship opportunities for our members. Please stay tuned for information on our not-for-profit professional development workshops, a special luncheon to celebrate women in business, and the popular annual golf tournament.

Scott Johnston, President



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Get ready to take a swing at the annual Chamber of Commerce Golf Tournament

Sponsorship opportunities are now available and golfer registration is open

The Greater Langley Chamber of Commerce will be hosting its hugely popular Golf Tournament on Thursday, June 9, 2016 at the beautiful Redwoods Golf Course in Langley.

This is a fantastic opportunity for your business to be a part of one of Langley's premier golf tournaments.

The cost to golf is \$195.00 + GST per golfer and includes a tailgate brunch, shared power golf cart, 18

holes, gourmet BBQ dinner and prizes!

To register as a golfer or for more information on the sponsorship opportunities please visit www.langleychamber.com or contact:

Jaelyn Van Den Berg, Events & Communications Coordinator

p: 604-371-3770
e: events@langleychamber.com

See you on the course!

MEMBER BENEFIT...

Group insurance plan available

The Chambers' of Commerce Group Insurance Plan covers all industries including one-person firms, home business and farms. Dental and health options are offered with a guaranteed renewable contract, and full pooled price stability.

The Chambers of Commerce Group Insurance Plan also offers a Business Assistance Service. This offer provides access to professional accounting, counselling, legal

and human resource experts who understand the challenges small business owners face.

For more information contact Schmidt + Funk Financial Services Ltd. at 604-514-3347.



MARK YOUR CALENDAR!...

Upcoming Chamber events

February 3
Monthly Mingle at Earls Kitchen + Bar Langley

February 16
Dinner Meeting

February 17
Lunch & Learn:
A Modern Approach to Wealth Management

February 25
Open Late for Business at Gold's Gym

April 27
Fraser Valley Chambers of Commerce Business Showcase in Abbotsford

June 9
Annual GLCC Golf Tournament at Redwoods



For event and registration details: langleychamber.com or events@langleychamber.com or 604-530-6656

What is Mobile Marketing anyway?

Courtesy of Business Development Bank of Canada Blog

We are roughly a decade into smartphone revolution where our phones can not only make calls, but also take photos, send text messages and calculate the tip at dinner.

The old-school flip phone, the original BlackBerry and the iPhone started us down this path, and ever since marketers have been trying to find a way to sell stuff to people on those little screens. Now throw on top of that the double-digital annual growth in tablet sales and you have an insane number of screens being used.

The challenge? How do you make a connection with customers on devices that are really small and in and out of people's hands dozens of times a day?

Over time technology has given us such things as mobile-adaptive websites, mobile apps, GPS locating, QR codes, Bluetooth and near field communications (NFC). Each has presented opportunities and challenges for marketers.

Smartphones and tablets are everywhere, and I do mean everywhere!

The proliferation of the iPhone (which set the bar) and other smartphone devices means that there are lots of opportunities to connect to your customers. The Canadian Wireless Telecommunications Association (CWTA) has compiled several statistics that stand out:

- In 2013, 83% of Canadian households had an active cellphone, up from 78% in 2010. (Statistics Canada, Residential Telephone Service Survey 2014)

- Wireless market sector revenues are the largest component (46%) of total telecommunications revenues. (CRTC, Communications Monitoring Report, 2013)

- In Canada, mobile data traffic will grow 900% from 2013 to 2018, a compound annual growth rate of 54%. (Cisco, VNI Mobile Forecast Highlights, 2013-2018)

- Smartphone penetration in Canada is now at 73%. (J.D. Power & Associates, Canadian Wireless Total Ownership Experience Study, 2014)

Those are some big numbers and on top of that we are not the highest users of this technology on the planet by a long shot. That's crazy stuff!

What do your customers want?

People use their mobile devices for a wide variety of purposes such as getting directions, checking sports scores, using social media and even buying stuff.

The challenge for businesses is to figure out how best to serve your customers using these devices and then grow your reach to get more of these people's attention. Understanding what they want from your business will help clarify the things you should be doing.

Do you need an actual mobile app or does your mobile-friendly website get the

job done? Regardless, knowing what will make a good information and/or buying experience for your customers will help you to focus on how best to attract and retain them.



What kind of mobile marketing should you do?

Mobile marketing can take a number of forms. Here are some of the more popular:

- Search engine optimized (SEO) mobile-friendly websites
- Company-specific mobile apps (i.e. iOS, Android, BlackBerry, Windows)
- Mobile browser/mobile app display ads (i.e. banner ads)
- Sponsored and/or organic social media posts

- Mobile video ads/social posts (e.g. vine)
- Targeted texts/emails
- Location-based marketing (via Bluetooth or NFC)
- QR Codes

Each of these tactics has pros and cons. It's important for you to understand how they could help introduce your brand to new customers or enhance the experience of existing customers.

Are you intruding or helping?

Strategy plays a key role in what you should be doing with your mobile marketing dollars. In a recent article, e-Marketer posed the question: Ever wonder why consumers don't click on mobile ads? The top two responses were:

1. Wasn't interested in the offer
2. Wasn't relevant to me

You're wasting your time and money if you don't understand who your target customers are and what mobile tactics will resonate with them.

The bottom line ...

The business community is still trying to figure out how best to use mobile as a marketing engine.

As we can see from the stats above, the mobile marketplace will continue to experience exponential growth over the next decade and beyond.

You'll be doing yourself a huge favour by educating yourself on how your customers interact with your business via smartphones and tablets and the different mobile marketing methods you can use to communicate with them.

Empowering BC businesses is theme for Chamber week



February 15, 2016, marks the beginning of Chamber of Commerce Week, an opportunity for B.C.'s more than 125 Chambers of Commerce to showcase their hard work on behalf of businesses across the province.

This year, Chambers are celebrating the theme of "Empowering B.C. businesses" – a theme that highlights how Chambers strive to empower and grow each business in their community.

Every day, Chambers actively strengthen local businesses through networking events, mentorship opportunities, professional development activities and other unique programming. Whether hosting events and business awards,

supporting young entrepreneurs through mentorship programs, providing community-tailored support such as hospitality training in tourism communities, or organizing unique travel experiences for companies interested in learning more about different international markets, Chambers are sharply focused on empowering each and every member business to succeed.

Simultaneously, the Chamber network – B.C.'s largest business organization – is advocating for policy changes to further drive local businesses' success.

Right now, for example, B.C.'s Chambers are leading efforts to advocate that the provincial government maintain a low tax rate for credit unions, which provide a key source of

As members of the BC Chamber of Commerce, B.C.'s Chambers are part of B.C.'s most extensive business policy development process, creating dozens of new policies annually to enhance B.C. as a business jurisdiction. Pictured here: Executive Director, Lynn Whitehouse, Past President, Kristine Simpson, and Director, Tammy Rea, at the BC Chamber's 2015 AGM in Prince George, setting the network's policy agenda.



local business financing for communities right across B.C. This is significant because for 44 communities in B.C., there are no alternative lenders. Keeping

that credit union tax rate low is critical to seeing sufficient dollars flow into community businesses, both to launch startups and to enable established

businesses to secure growth financing.

Chambers are also leading efforts to establish permanent *continued on following page*

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NEW MEMBER SPOTLIGHT

Welcome to the Langley Chamber!

Please join us in welcoming the newest Chamber members!

Please join us in welcoming the newest GLCC members:

(Pictured L-R): Fast Track Indoor Karting Inc., The Driving Force Inc., Infinity Limousine Inc., Confetti Creative Celebrations Ltd. and PAPA Constructions Ltd. (Not Pictured): Adroit Overseas Ent. Ltd., Atwal & Sons Hauling Ltd., Essenlife Bioscience Inc., Gold's Gym Langley, Original Applewood Motors, Pacific Keystone Construction and ZZ Chrome Mfg Inc.

For more details about all Chamber members please visit www.langleychamber.com for a complete Membership Directory.



BC's Chambers a leading voice in many areas

from previous page

inter-municipal business licenses. These licenses provide business owners with the geographic flexibility that many need, particularly in areas such as the construction trades. Right now, inter-municipal business licenses are moving from a pilot project

to a permanent fixture in four Lower Mainland communities; the Chamber network hopes to further build on this success, with a vision of one day having a single cross-B.C. business license.

These are just two positive changes that the Chamber network is leading for B.C.

businesses. Among many areas of impact, B.C.'s Chambers have been a leading voice:

- encouraging balanced budgets at all levels of government;
- calling for a made-in-B.C. value-added tax to support businesses in investing in their own growth;

calling for solutions to B.C.'s skills gap; and

encouraging municipalities to actively support local economic development.

All of these policy pushes, together with Chambers' local efforts, empower B.C.'s businesses and drive British

Columbians' success.

So as B.C. celebrates Chamber Week, don't miss the opportunity to swing by your local Chamber and celebrate the many ways that B.C.'s Chambers empower local businesses and strengthen our communities.

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