

## JANUARY DINNER MEETING

Tuesday, January 21, 2014  
Cascades Casino Resort Ballroom  
20393 Fraser Highway, Langley



## A Look Forward

It is hard to believe that the holiday season is behind us and we have welcomed a new year! Our thanks once again to all those who attended the annual Holiday meeting, to JD Farms and Krause Berry Farms for the special dinner, and congratulations once again to the 2013 H.D. Stafford Good Citizen of the Year, Les Clay!



ad spot in the Dinner Meeting Program that will run for three consecutive issues at \$50 per issue. Please contact Chantelle at the Chamber Office for details. This is a great affordable opportunity to get your message out to the members and guests at the dinner. We are also commencing a program to step up our presence on Facebook and other social media. We hope that you join the conversations with us!

On the political scene, 2014 will include a referendum on transportation funding and the municipal elections. Our Board of Directors will focus on providing information and access to candidates for City and Township Councils, while focusing on increased voter turnout at the polls. Leading up to the referendum, we will focus on opportunities to provide input into the questions and help provide information to our members regarding the proposed options once they are determined. The Board feels it will be critical that voters fully understand the question and options they will be asked to vote on.

As we commence planning on our annual programs, we encourage you to let us know if you wish to partner with us to host our Golf Tournament, Celebration of Excellence, Showcase and special speaker programs similar to the Stephen M.R. Covey Workshop. We look forward to working with you to promote your business and host these high profile networking, educational and award programs for the Langley business community.

Kristine Simpson,  
President

This month we are introducing a new opportunity for members to advertise in the monthly dinner meeting program to promote your business. If you wish to share news of your business or services, members may now purchase a half page



## How the RCMP is Reducing Crime in the Langleys

With Special Guest Speaker:  
Langley RCMP Superintendent

## Derek Cooke

Superintendent Cooke will be on hand to present an update on current crime reduction efforts which focus on prolific offenders and the process known as Comp-Stat. He will also be delivering a report on crime rates from the past year.

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

**RESERVATIONS REQUIRED BEFORE  
5:00 PM ON FRIDAY, JANUARY 17th.**

Members: \$35 + GST ~ Non Members: \$50 + GST  
p: 604-530-6656 e: info@langleychamber.com  
w: www.langleychamber.com

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

## The winners for contest #5



**Lynn Drolett, Lynn Gartand  
& Glen Linton**

See winners pictures on our website [www.debbiemozelle.com](http://www.debbiemozelle.com)  
and Facebook/ debbiemozelle designer optical

The next "Win A Trip to Mazatlan" Contest #6 draw date is February 1st, 2014. There will be three prizes.

Prize #1 All inclusive for two people including air flight presidential suite sleeps 8 value \$12,000 Prize #2 All inclusive for two people, three bedroom sleeps 8 value \$10,000 no air flight. Prize #3 All inclusive for two people, two bedrooms sleeps 6 value \$6,000 no air flight.

You could be the next winner! See in store and on website for details. Look for more upcoming contests in the future!

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**M**ost small businesses can't afford to have a team of specialists on hand to help deal with unexpected problems that require an expert opinion. The Chambers of Commerce Plan Business Assistance Service (BAS) helps fill this gap. Included in every Chambers Plan program at no additional cost, this confidential service provides access to professional accounting, counselling, legal and human resource experts who understand the challenges small business owners face.

### MANAGEMENT SERVICES

Provides up to six hours of Legal, Accounting and Specialized Human Resource services combined per calendar year. (Time used after six hours is contracted directly with the professional and is the sole responsibility of the individual or organization.)

#### LEGAL ADVICE

When faced with a legal dilemma, this service provides practical and current interpretations of company, partnership, taxation and insolvency law, plus all relevant aspects of common and civil law. Receive answers to questions concerning shareholders, directors, employees, creditors and other stakeholders including consumers, the community and the environment.

#### ACCOUNTING ADVICE

When the numbers don't add up, advice from a professional enables owners and managers to strengthen management and control functions through expert counsel. Obtain answers and recommendations to solve business accounting challenges, make informed compliance decisions and better company finances.

#### SPECIALIZED HUMAN RESOURCE SERVICES

When facing a technical human resource issue, from termination processes and overtime pay to legislative/ labour law concerns, this service provides you answers confidentially, via telephone.

### HUMAN RESOURCE COACHING

Confidential telephone coaching helps address a wide

range of challenging people issues, including performance management, absenteeism, conflict and difficult behaviour. The coaching service provides up to 30 minutes of service per call, to a maximum of two hours per issue, for unlimited issues per calendar year.

### CONFIDENTIAL EMPLOYEE REFERRAL

When an employee is consistently absent from work, underperforming, there is a strong probability a personal issue is the cause. You now have the resources available to help employees deal with the four most common situations affecting performance.

- Work-related problems.
- Marital and family problems.
- Dependency problems.
- Personal problems.

#### BEREAVEMENT COUNSELLING

The survivor bereavement benefit provides counselling for up to three months for the dependents of an insured employee who dies.

#### COUNSELLING EXTENSION

Employees undergoing counselling at the time of termination of their group policy will be offered a further two hours of consultation. This ensures adequate time to transfer to another professional.

Current Chambers of Commerce Group Insurance subscribers already have access to these services; contact the independent service provider for BAS Arete Human Resources Inc. at 1-877-922-8646. Please have your Firm number and your organization's name (*as shown on your policy*) on hand.

If you're interested in obtaining quotes or signing up for the Chambers of Commerce Group Insurance plan please contact the advisors at Schmidt & Funk Financial Services Ltd. at 604-514-3347.



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## Crisis communication – Expert advice for how to weather the storm

By Jeremy P. Whittingstall – Envision Financial Communications Specialist

It's not good; it's all over the internet; and it's about your small business; what do you do? In today's digitally connected world what many small businesses used to consider minor customer complaints can quickly become public relations nightmares – with your livelihood at the center of the storm. It's at this moment that small business owners need to take a deep breath, harness their inner public relations professional, and turn what could be a PR nightmare into an opportunity for exceptional customer service.

### › LEAVE YOUR EMOTIONS BEHIND

Last fall the internet and social media exploded when a small neighborhood bakery lashed back at customers who posted negative reviews on Yelp. Rather than thank them for their feedback and promise to do better next time, the owners took personal offense to the comments and began slighting their customers for "lack of character" and an "inability to tell good food when they saw it." Their comments soon gained a LOT of attention and within less than 24 hours resulted in national media coverage. Small business owners need to remember that a negative customer experience is just that, one experience, and use it as a chance to improve for the next time. Don't take it personally.

### › ACKNOWLEDGE THE INCIDENT

Thankfully not all crises are of our own making, but when a serious situation does arise you can't keep quiet about it. The reality is that silence is equivalent to admission of guilt. Even if the claims are bogus, or investigation results have yet to come back, you need to acknowledge what has happened both with your customers and the public. Failing to acknowledge a crisis allows other parties to begin discussing why you won't talk about it, and what they think "really" happened.

### › SHOW CUSTOMERS THAT YOU CARE

People don't care what you know; they want to know that you care. Every crisis affects stakeholders outside of your company and they will want to know first and foremost that you care. We've all watched press conferences where the spokesperson didn't show empathy, offer words of concern or apology. Did you feel that they cared? When there is no compassion, people immediately discount anything further you have to say. Your customers must know that you care.

### › RESTORE YOUR CUSTOMERS' CONFIDENCE

A crisis puts your company under the spotlight. Use this increased attention as an opportunity to restore, and even enhance, your customers' confidence through transparency and relationship building. In today's connected world transparency is non-negotiable. Your customers will want to know exactly what you've done to remedy the issue. Sharing the actions you've taken shows customers you can be trusted and that they can be confident the issue won't happen again. And remember, if you say that you will do something but don't follow through, it's highly likely that it will be found out and discussed online. Finally, don't engage your customers and then leave them hanging. Continue providing context about the incident, acknowledging concerns, strengthening existing relationships and rebuilding trust. This is proverbial money in the bank.

*Jeremy P. Whittingstall is a communications specialist for Envision Financial. He holds a Master of Arts degree in Professional Communication from Royal Roads University and his Accredited Business Communicator's designation.*

## Become a Chamber member & Benefit

Commerce Energy is the commercial brand of Just Energy. Commerce Energy understands the needs of commercial energy users, the products you expect and the service your business requires. Their team of industry experts has the knowledge, experience and commitment to

manage your energy costs so that you can focus on keeping your business competitive. There are a range of Commerce Energy programs available; from locked in rates to floating rates and a combination of the two. Fluctuations in gas prices can leave the consumer with no assurances on what the forward prices can bring. The flyer below provides a detailed graph and contact information for members who wish to learn more...it is a great time to take advantage of the low forward

natural gas market. Adopt a Commerce Energy plan today and discover that it is people and a plan that make the difference.

For more information or an application form contact the Chamber office at 604-530-6656 or [info@langleychamber.com](mailto:info@langleychamber.com).



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## WHO'S WHO at the Chamber

### EXECUTIVE COMMITTEE

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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**, Langley Pos-Abilities Society

**SHERRI-LEE WOYCIK**, Social Media Minder

**TAMMY REA**, TD Canada Trust

**MARY REEVES**, Big Brothers Big Sisters of Langley

## THE VOICE OF BUSINESS CONTACTS:



### Lynn Whitehouse

Greater Langley Chamber of Commerce  
Executive Director

**604-530-6656**

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

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## New Member Spotlight



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### GR Business Solutions Inc.

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## U40 Monthly Mingle

**Wednesday, February 5th, 2014, 4:30 pm to 6:30 pm**  
**Earls Kitchen + Bar ~ 600 - 6339 200 Street, Langley**

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

**U**40 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 and a business card draw provided by our generous host!



## NOT-FOR-PROFIT WORKSHOP: How To Market Your Non-Profit!

**DATE:** Thursday, February 27, 2014

**TIME:** 8:30 am to 11:30 am

**LOCATION:** Cascades Casino Resort Ballroom ~ 20393 Fraser Highway, Langley

**COST:** Members: \$35.00 + GST / Non-Members: \$45.00 + GST



*Thank you to our  
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Join the Greater Langley Chamber of Commerce as we welcome guest speakers:

Trent Carroll ~ Vice President of Sales & Marketing for the Vancouver Canucks.

Eric Reynolds ~ Director of Charity Wings and Owner of Wordcraft Corporate Storytelling Co.

Liz Harris ~ Executive Director- The Leukemia and Lymphoma Society, and Owner- Liz Harris Consulting and Event Planning.



Trent Carroll



Liz Harris



Eric Reynolds