

MARCH DINNER MEETING

Tuesday, March 15, 2016
Cascades Casino Resort Ballroom
20393 Fraser Highway, Langley

Langley Leadership Panel



Come learn what your Federal and Municipal Leaders are doing to improve the Langleys both locally and in Ottawa! With special guests: JOHN ALDAG, M.P., Cloverdale-Langley City / MARK WARAWA, M.P., Langley-Aldergrove / JACK FROESE, Mayor of the Township of Langley / TED SCHAFFER, Mayor of the City of Langley.

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

**RESERVATIONS REQUIRED BEFORE
5:00 PM ON FRIDAY, MARCH 11**

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, March 14, 2016.*

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For more information on Langley Seniors Village, please call 604-539-9934 or visit www.retirementconcepts.com.





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President's Report

End of an era coming as Executive Director announces June retirement

The Board of Directors has received a Notice of Retirement from Executive Director Lynn Whitehouse effective on June 30th of this year.

We have engaged Davies Park Executive Search to assist with the implementation of our succession plan. We are seeking a candidate to carry on the exemplary work of staff and Boards of past years, and to facilitate the transition of our Board governance from that of an operational to a policy model. We have big shoes to fill.

I would like to recognize member Corey Doell from Norlang Auto Repair for initiating dialogue with the RCMP concerning business crime in the Langley.

As a result, the Chamber has coordinated meetings with law enforcement and representatives of the various business organizations to take proactive action to improve



reporting procedures to assist the RCMP.

The Advocacy Committee is working on a number of resolutions to take to the BC Chamber of Commerce AGM held in May in Kelowna. Issues that will be advocated on behalf of our members include Property Taxes, Changes to the Sales Tax, Protection of Industrial Lands, Transportation, Crime Reduction, and Improvements to Credit Card Processing.

We recently participated in Chamber of Commerce Week to recognize the contributions that Chambers make to communities. We thank our local media outlets the Langley Advance and the Langley Times for their magnificent efforts to highlight the Greater Langley Chamber of Commerce. I would also like to take this opportunity to thank our members for their continued support and participation.

Last, I encourage our members to

consider contributing at the Board level. We are the voice of business for our community. As a member of the Board, you have direct input into the development of the objectives for the term and in advancing the strategic plan of our organization. The election for positions on the Board of Directors will take place at the 85th AGM of the Greater Langley Chamber of Commerce to be held this June. I encourage any members who wish to be nominated to contact myself, any member of the Board of Directors, or Executive Director Lynn Whitehouse at the Chamber Office for further information.

Our mission is to create the best environment for business in the City and the Township of Langley.

A rising tide lifts all boats.

Scott Johnston, President

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:

Jaclyn Van Den Berg, Events & Communications Coordinator



p: 604-371-3770
e: events@langleychamber.com
See you on the course!

MEMBER BENEFIT...

Not-for-Profits save on insurance

Spark offers insurance to directors and officers of societies.

Spark aims to engage our communities with helpful educational resources combined with an honest, secure, and user-friendly insurance buying experience. The application takes less than 5 minutes to complete and no obligation quotes are free. All non-profits and



charities are eligible.

For more information on this and other member benefits programs, please contact Chantelle Bowles at 604-371-3770 or info@langleychamber.com.



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MARK YOUR CALENDAR!...

Upcoming Chamber events

March 15

Dinner Meeting:
Langley Leadership Panel

March 16

Lunch & Learn:
Are you Bankable?
Understanding the Business
Lending Process

March 16

South Langley Networking Open
House at Artful Dodger Pub and
Liquor Store

March 24

U40 KPU Brewing Lab
Tasting Event

March 31

Open Late for Business

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
604-371-3770





Opportunity for small businesses to grow with social media, says local expert

Local businesses throughout the Fraser Valley and Lower Mainland can compete more effectively with larger companies in their neighbourhoods by harnessing the largely-underutilized field of social media, says one local expert.

Brian Bevilacqua, senior manager for communications and public relations at First West Credit Union and its Envision Financial division says he sees enormous potential for the many local businesses he comes in contact with to boost their brand recognition through online social networks like Facebook, Twitter, Instagram, Pinterest, Google Plus, Yelp and others.

“Social media plays an increasingly important role in the way we as humans do business and make purchasing decisions. Large national and international companies know this and have invested significant resources in slick social media programs,” he says, “but smaller local businesses often struggle to take advantage of social media.”

Bevilacqua offers small business owners four key social media suggestions to help them grow their business:

Be focused. Start by creating a plan that answers the fundamental questions like, what

is your business trying to achieve with social media? Who is your target audience? Which social networks will best enable you to connect with the people that matter to you? What sort of content should you produce and share? How will you measure success? A clear, focused plan will help you decide how best to invest your limited energy, and will ensure that what you’re doing in social media is tightly aligned to your business’ goals.

Be human. One of the most common mistakes businesses make with social media is approaching it like just another advertising channel. Your target audience isn’t using social media because they want to be sold to by a company—they’re using it to have conversations and make genuine human connections. If you want to engage them, ditch the in-your-face sales pitches and look for opportunities to create or engage in authentic



conversations.

Interact with specific individuals. Share content that’s meaningful to the audience you want to engage. When you’re genuinely social on social media, the people who matter will ultimately see the value your business offers and they’ll stay engaged.

Be visually engaging.

When it comes to creating and sharing content, digital media is your best friend. Don’t just talk at people with sterile text—wherever possible, use attention-grabbing images and videos to start conversations, tell your story, demonstrate who you are and show what you care about. You’ll capture people’s

interest and you might even inspire others to share your content with their own social networks.

Be immediate. Social media is

instantaneous. It’s “right now”. For businesses, that means responding right away to the questions, feedback and comments (including

negative comments) that come your way. It means sharing

content in the moment, when it’s fresh and still happening.

Bevilacqua also advises small business owners apprehensive of taking first steps in social media to consult with millennial generation colleagues, friends or family members, and to tap into the wealth of online knowledge on using social media for business.

“You may find yourself pleasantly surprised at just how easy social media can be and how much you enjoy participating,” he says. “The joy of seeing your local business make authentic connections with other people through social media is addictive.”



Who’s on your financial team?

At Prospera, our team is filled with home grown talent, including Francisco Dias, who’d like to introduce new team member Clive Aggar.

Clive is a Certified Financial Planner who believes financial wellness is about a lot more than just what you put in your portfolio...oh, and he loves football (but we call it soccer).

If you’d like help with your financial goals or a free review of your investments, Francisco, Clive and the entire Langley team invite you to call or stop by anytime. Just don’t get them started talking sports.

Clive Aggar, CFP®
604.953.3807 | caggar@prospera.ca

Francisco Dias, CFP®, CLU, RRC, BA (Econ)
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Six myths about business coaching

Courtesy of Business Development Bank of Canada

“Business coaching is a waste of money. I already know what’s wrong with my business. I don’t have time for this.”

Entrepreneurs have a lot of preconceived notions when it comes to business coaching. But if these beliefs are holding you back from getting an effective business coach, you’re missing a huge opportunity to improve your skills and your business’s performance, says BDC’s Business Consultant Nyrone Drepaal.

“Business coaching is management training for entrepreneurs specifically tailored for their unique situation,” Drepaal says. “It helps you make better decisions and become a better leader.”

Here are the most common myths about business coaching, and the real story.

Myth No. 1

“Coaching is expensive and I

need to save money.”

The reality? Running a healthy, well-managed business leads to both cost savings and growing profits.

“Coaching is about learning how to identify inefficiencies in your company and learning how to fix them, so you can save more in the long-term,” says Drepaal, who has coached hundreds of entrepreneurs. “Not fixing these problems means profit is leaking away every day.”

Myth No. 2

“I don’t have time for this. I’m too busy running my business.”

Most entrepreneurs spend their time fixing problems and fighting fires. But, by not taking the time to get on top of fundamental challenges, you’re accepting that your problems will continue and probably get worse.

“A business coach can help you identify and resolve the root

cause to get out of this vicious cycle,” Drepaal says. “I structure my clients’ time so they make the most progress within a set and manageable period—usually, two to three hours per week.”

Myth No. 3

“I already know what’s wrong in my business.”

Visible problems are usually symptoms of bigger issues that can only be identified through a careful, thorough assessment.

Don’t waste your money treating symptoms that will come back if the root cause is not identified and addressed, Drepaal says. A business coach will take a holistic view of your business, find the underlying cause of the problem and then coach you on how to fix it.

Myth No. 4

“Coaching won’t change anything in my company.”

Nothing will change in a

continued on following page

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NEW MEMBER SPOTLIGHT

Welcome to the Langley Chamber!

**Please join us in welcoming the newest
GLCC Chamber members!**

Pictured (L-R): Frank Bucholtz, Barb Ruscheinski,
B. Comm. Human Resources / OH&S Business
Services and European Stoneworks Ltd.

Not-Pictured: Country Lane Antiques, e-Forensic Services Inc., Excel Martial Arts Langley, GM Drafting
and Design Inc., Heather Newport Inc., Lionaire Holdings Ltd., The Newleader Company and Partners for
Growth Advisory Services Inc.

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



A business coach will provide you with a systematic approach and tools you can use

from previous page

business unless you're convinced
of the benefits of the change and
know how to make it happen.
The right business coach can
help you better understand
your business and develop
leadership skills. That will enable
you to make changes that will
have a positive impact on your
company's performance.

"Coaching helps entrepreneurs
become more confident,"
Drepaul says. "At the end, you
have a better understanding of
your business' strengths and
weaknesses and know how to
make it more successful."

Myth No. 5

**"I don't need another advisor.
I need someone to fix my
problems."**

Think of coaching as a
learning experience. The goal
is to transfer knowledge and
know-how to you and your
management team.

"Business coaching is about
teaching you how to fish, not
fishing for you," Drepaul says.
"It's about teaching you the
knowledge and skills to address
problems on your own."

Myth No. 6

**"My accountant and lawyer
give me advice. Why should I
pay someone else to do it?"**

Accountants and lawyers
are valuable advisors. But an
experienced business coach will
look at your company as a whole
to determine the cause of your
challenges and help you learn
to solve them. Your problems

could be strategic, operational or
HR-related, so you likely need
broader expertise.

"Beyond the advice, the right
business coach will provide you
with a systematic approach and
tools you can use to address
fundamental issues with
confidence."

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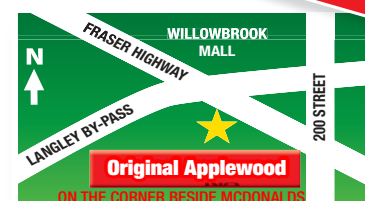
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