

## SUMMER DINNER MEETING

Tuesday, August 16, 2016

**SPECIAL SUMMER LOCATION:**  
Langley Golf & Banquet Centre  
21550 44 Avenue, Langley

## Vancouver Giants: More Than Just a Hockey Game



### President's Report

## Chamber Board Seeks Volunteers

On August 16th, our August Dinner Meeting will feature Special Guest Speakers Glen Hanlon, General Manager, and Dale Saip, Senior Vice-President, of the Vancouver Giants hockey franchise. As a goaltender for the Vancouver Canucks, Glen Hanlon allowed the very first career NHL goal on October 14, 1979 scored by Wayne Gretzky, who would eventually become the NHL's all-time scoring leader. Hanlon has been quoted as saying "I created a monster" in reference to allowing Gretzky's first goal.

The Vancouver Giants event will be held at the Langley Golf & Banquet Centre. I invite all members to join us and learn what having the Vancouver Giants in Langley means for our community. The Vancouver Giants move to Langley is a decision that allows them to relocate to an area where a very high percentage of their core demographic live. It also allows them to have a home venue whose size will enable them to sell out games, create a rollicking game night atmosphere, and give them some real home ice advantage.

On August 17th, the Chamber will be hosting a lunch event at our office with the Member of Parliament for Cloverdale - Langley City, John Aldag, for a dialogue and discussion on the 2016 Federal Budget.

Thank you to all who have already submitted nominations of Langley businesses and businesspersons for our **20th Annual Business Excellence Awards on October 27th**. I remind our business community that you are not required to be a Chamber member in order to nominate and non-members are eligible in all award categories: the awards are open to all businesses and businesspersons trading in the City or Township of Langley. Please consider nominating any Langley businesses or businesspersons that have provided you with remarkable products or services. A simple online nomination form may be submitted on our website for any of our eight award categories: [www.langleychamber.com/20th-annual-celebration-of-excellence](http://www.langleychamber.com/20th-annual-celebration-of-excellence).

From our recent Board Planning session it is my pleasure to share with you our strategic objectives for 2016 to 2017. These objectives will provide an overall mandate for the Committees that will provide leadership and vision to our Chamber for the following year:

**Government Relations:** Working with our membership to identify and develop positions on prominent business issues and advocating on their behalf, whether it is Municipal, Provincial, or Federal in jurisdiction.

**Membership Attraction and Retention:** Connecting with current and future members with enhanced services and developing strategies to improve the retention of our members.

**Value-Added Programs:** Ensuring that all Chamber programs and events are relevant and effective.

**Economic Development:** Promoting the two Langleys as a unified community and desirable place to invest, live, work, and play.

The Board is seeking volunteers from the membership to contribute their notable skill sets and expertise to the Committees. If you are interested in volunteering for one of the Committees, please contact Executive Director, Colleen Clark at the Chamber Office. Working together we will continue to grow the Greater Langley Chamber of Commerce and strengthen the Voice of Business for our flourishing business community.

*Scott Johnston, President*



**Special Guest Speakers:**  
**Glen Hanlon, General Manager,**  
**& Dale Saip, Senior Vice President**




Join us and learn what having the Giants in Langley means for the community!

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

**RESERVATIONS REQUIRED BEFORE  
5:00 PM ON FRIDAY, AUGUST 12**

Members: \$35<sup>00</sup> + GST ~ Non Members: \$50<sup>00</sup> + GST  
p: 604-371-3770 e: [info@langleychamber.com](mailto:info@langleychamber.com)  
w: [www.langleychamber.com](http://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, Aug. 15, 2016.



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TO ADVERTISE IN THE **CHAMBER VOICE**, PLEASE CONTACT:

**Barb Sytko**  
Langley Times, Advertising Sales Coordinator  
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*"There are three kinds of people in this world: people who make it happen, people who watch what happens, and people who wonder what happened."*

*~Tommy Lasorda*

The Board and Staff of the Greater Langley Chamber of Commerce are seeking volunteers from the membership to contribute their notable skill sets and expertise to the Committees. If you are interested in volunteering for one of the below committees, please contact Executive Director, Colleen Clark [colleen@langleychamber.com](mailto:colleen@langleychamber.com) or 604-371-3770.

### 2016 GLCC Board Committees

#### Board Development Committee –

**Mandate:** To oversee the nomination and election process and arrange training for the board.

- Jack Nicholson
- Brad Kiendl
- Scott Waddle

#### Economic Development Committee –

**Mandate:** To promote a unified Langley as a desirable place to live, work and play.

- Garth White
- Vivian Smith
- Mike Morrison

#### Governance Committee –

**Mandate:** To oversee the board's governance model and manage the strategic plan process.

- Jane Fee
- Janis Ryder
- Kristine Simpson
- Duncan Magnus

#### Government Relations Committee –

**Mandate:** To develop and advocate positions on prominent business issues.

- Scott Johnston
- Jack Nicholson
- Frank Bucholtz
- Paul van Koll

### 2016 GLCC Staff Teams

#### Events Team

Team Leader: Jaclyn Van Den Berg  
- Jenny Hinch  
- Brad Kiendl

#### Membership Team

Team Leader: Colleen Clark  
- Jenny Hinch  
- Mike Morrison  
- Jack Nicholson

#### Non – Profit Team

Team Leader: Jaclyn Van Den Berg  
- Vivian Smith

#### U-40 Team

Team Leader: Chantelle Bowles  
- Paul van Koll  
- Brad Kiendl  
- Garth White



"Never doubt that a small group of concerned citizens can change the world. Indeed it's the only thing that ever has."  
- Margaret Mead

## EXCLUSIVE MEMBER OPPORTUNITY!

### Join us on our Langley Road Trip!

**GREATER LANGLEY CHAMBER OF COMMERCE**

Whitecaps FC 2 will be in Langley for a three-game road trip taking on Arizona United SC, Seattle Sounders FC 2, and OKC Energy FC at McLeod Stadium this summer! Come out and show your support as you cheer on the 'Caps!

Sun, Aug 21 3 p.m.	Mon, Sep 5 3 p.m.	Wed, Sep 21 7 p.m.
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WFC2 Tickets

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For details contact: Emilio Ekuba: 604.484.7865 or [EEKUBA@whitecapsfc.com](mailto:EEKUBA@whitecapsfc.com)



## 5 Ways to Tell if Your Business is Millennial-Friendly

By Gregory Wade courtesy of Small Business BC Blog

Millennials are defined as the generation that reached young adulthood around year 2000. They've been brought up with modern marketing, are fluent in social media and their impact on today's business landscape has been covered in countless newspaper and magazine articles.

This new generation will soon be taking over business as we know it. As a Generation X senior executive, I'm keenly aware and actively preparing for the changing of the guard. Have you acknowledged and accepted the change, and are you prepared for how their arrival will change the way you work?

Here are five ways you can tell if your small business is equipped and ready to take on today's new business people.

### There's a Real Employee/Employer Relationship

Some call millennials entitled, but I say they're finally evening the odds in the corporate world. Talented millennials won't tolerate a one-sided arrangement. Businesses that foster a "You should be honored to work here" atmosphere are mired in the past.

The modern knowledge worker wants to feel valued, respected and appreciated. This simple philosophy permeates into all aspects of the employee experience, from big gestures to simply saying, "Thank you."

### Speaking of Employee Experience...

"Employee experience" needs to be a term that's used and focused on among senior executives and HR. The way millennial-friendly workplaces spend time, money and resources to make sure that employee feels good about being at work is second to none.

Create a great employee experience by making sure tools and information are proactively made available to help people do their jobs better. Ensure your workplace software and hardware are optimized, and keep the office layout meticulously designed and set-up to help people stay engaged and productive.

### Competing to Attract Talent

You know you're a millennial-friendly business if you're truly competitive in your talent acquisition efforts. This



means the recruiting team uses modern job posting tools like LinkedIn. They pay close attention to your company's reputation on sites like Glassdoor, and compensation and benefits are regularly reviewed to ensure competitiveness.

Don't forget to promote your positives, too. Publicly trumpet your employees' amazing experiences working for your business to attract the best people for your team.

### Positive Business Culture isn't Just a Buzzword

Many talk about company culture, but unfortunately for most, it's rarely seen in real life. Modern businesses that are millennial-friendly have an actual culture that's backed up by a set of core values. The people that the company pursues, hires and retains ultimately fit that culture, which then helps to create a special environment that your employees will want to be part of.

Ultimately, you'll know your business is a positive culture when it fosters productivity, innovation and goodwill.

### The Hierarchy is Flattening

Many modern companies are flattening out. Hierarchies have a certain level of value and are certainly efficient, depending on the organizational type. But regardless of how flat (or not) the organizational chart is, millennials can have trouble stomaching getting treated like they're subordinates.

### Looking to the Future

*"Don't ask me about the next big thing, ask the twenty-somethings on my team."*

HIROSHI MIKITANI

In the words of Hiroshi Mikitani, CEO of Rakuten Inc., "Don't ask me about the next big thing, ask the twenty-somethings on my team."

Like Mikitani, I recognize that I didn't grow up with technology in the way that the new generation at work has. My view is simple: to stay relevant, it's my job to build a modern organization that values people above all else – because in the

21st century, businesses that learn how to best enable their knowledge workers of any age will have a true competitive advantage



## WHO'S WHO at the Chamber

### EXECUTIVE COMMITTEE

PRESIDENT – Scott Johnston, Campbell Burton & McMullan LLP

VICE-PRESIDENT – Jack Nicholson, Otter Co-op

SECRETARY-TREASURER – Paul van Koll, Deloitte LLP

PAST PRESIDENT – Kristine Simpson, BDO Canada LLP

### COMMUNITY DIRECTORS

ALDERGROVE – Scott Waddle, Precision Auto Service Ltd.

LANGLEY CITY – Mike Morrison, Envision Financial

NORTH LANGLEY – Frank Bucholtz, Freelance Writer

SOUTH LANGLEY – Brad Kiendl, HSBC Bank of Canada

### DIRECTORS AT LARGE

Jane Fee, KPU

Jenny Hinch, Lucid Water Co, Ltd.

Duncan Magnus, Magnus Law

Janis Ryder, Trinity Western University

Vivian Smith, Langley Memorial Hospital Foundation

Garth White, Avison Young Commercial Real Estate



## Upcoming Chamber Events

### August 16

Dinner Meeting: Vancouver Giants

### August 17

Meet & Greet John Aldag, MP

### September 14

U40 Monthly Mingle

### September 20

Save the Date! Dinner Meeting

### September 21

Save the Date!

Lunch & Learn

Spark Insurance – Small Business Insurance Benefit

**Lunch is included!**

### September 21

Save the Date!

Non-Profit Education Session

**"What Could Possibly Go Wrong?"**

### October 27

Save the Date!

20th Annual Celebration of Excellence Awards Gala

For event and registration details:  
langleychamber.com or  
events@langleychamber.com  
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UPCOMING EVENT  
Register at [langleychamber.com](http://langleychamber.com)

## 5 Reasons Why You Should Join the Greater Langley Chamber of Commerce

- ☒ Exclusive Member benefits and savings
- ☒ More than 50 events per year
- ☒ Advocacy with all levels of Government
- ☒ Support #ShopLocal Movement
- ☒ Business development opportunities

Starting at:

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## MEET & GREET

Wednesday August 17, 2016 | 11:30 am to 1:00 pm  
Contact: 604-371-3770 or [info@langleychamber.com](mailto:info@langleychamber.com)



JOHN ALDAG  
MP FOR CLOVERDALE-LANGLEY CITY

For additional information, visit [langleychamber.com](http://langleychamber.com)

## Shipping Services to Fit Every Need



If you haven't already signed up for the UPS® Members Benefit Program for GLCC, now is the time.

### Here are the top five reasons:

- 1 Improve your bottom line.** Enrol and save 30% on outgoing small package shipments - within Canada, to the U.S. and worldwide destinations - save 25% on imports into Canada, and savings start at 75% on heavyweight, LTL (Less-than-Truck-load) shipments over 150 lb.
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*For more information on these services, please contact Chantelle at the Chamber office:  
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2016  
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Just visit [www.langleychamber.com](http://www.langleychamber.com) and fill out the online form.

## Why Join Your Local Chamber of Commerce?

Some business owners might say their schedule is demanding enough at the moment, and the thought of adding one more activity to their busy calendar is unbearable.

So why should they try to cram time into their already hectic schedules to join and actively participate in their local chamber of commerce?

Because membership in the local chamber offers numerous benefits and keeps business owners on top of important, ever-changing issues and trends within their community and local marketplace.

Not only that, but research points out that consumers are more likely to do business with a company if it's a member of their local chamber of commerce.

According a research study by The Shapiro Group, Inc. and Market Street Services, when consumers know that a small business is a member of their local chamber of commerce, they are 44 percent

more likely to think favorably of it and 63 percent more likely to purchase goods or services from the company in the future.

If you still don't think you have time to join and participate in your local chamber of commerce, consider the following:

- *Most consumers (59 percent) think that being active in the local chamber of commerce is an effective business strategy overall. It's 29 percent more effective, however, for communicating to consumers that a company uses good business practices and 26 percent more effective for communicating that a business is reputable.*
- *If a company shows that it's highly involved in its local chamber (e.g., sits on the chamber board), consumers are 12 percent more likely to think that its products stack up better against its competition.*
- *When a consumer thinks that a company's products stack up*

*better against the competition because the company is highly involved in its local chamber of commerce, it is because he or she infers that the company is trustworthy, involved in the community and is an industry leader.*

- *When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 40 percent more likely to eat at the franchise in the next few months.*
- *When consumers know that an insurance company is a member of the chamber of commerce, they are 43 percent more likely to consider buying insurance from it.*

How does all that sound? If your business is a restaurant or an insurance company, isn't it fantastic to hear the news that consumers are more likely to choose your business over a competing, non-member business because you're a member of your local chamber

of commerce? Are you convinced yet that you should join your local chamber if you aren't a member already?

If not, read this top 10 list of reasons why you should join your local chamber of commerce:

- 1** Membership brings credibility to your business.
- 2** Increase your visibility in the community.
- 3** Create networking opportunities.
- 4** Gain a voice in government.
- 5** Make business contacts.
- 6** Receive chamber updates and emails.
- 7** Acquire customer referrals.
- 8** Chamber events and programs.
- 9** Promotion and publicity.
- 10** Access to members-only discounts and services.

Small businesses represent the largest segment by number of most local chamber membership

rolls. Results in the research study by The Shapiro Group, Inc. and Market Street indicate the impact of local chamber membership on small businesses is very powerful. If a consumer knows a small business is a member of its local chamber, the business enjoys a 44 percent increase in its consumer favourability rating, a 51 percent increase in consumer awareness, a 57 percent increase in its local reputation and a 63 percent increase in the likelihood that consumers will patronize the business in the future.

Ready to join your local chamber, if you aren't already? Keep in mind, however, that you can't just be a member of the local chamber to reap the benefits of chamber membership. Paying your annual dues just isn't enough. You must also make an investment of time and effort in chamber activities and become involved. Simply put, what you get out of chamber membership is directly relative to what you put in.