

Aldergrove Business Association Monthly Newsletter

Upcoming Events

Movie in the Park

Date: Aug 16, 8:30pm – 11:00pm
Location: Aldergrove Athletic Park,
29 Ave. & 267B St.
Details:
www.aldergroveba.ca/event/movie-in-the-park-et/

Arts Alive Festival

Date: Aug 16, 10:00am – 5:00pm
Location: Fraser Hwy 204 – 206 St.
Details:
www.downtownlangley.com/Community-Events-Calendar.html

2014 BC Seniors Games

Date: Sept 9 – 13
Location: Langley, Various Locations
Details:
www.2014bc seniorsgames.org/

ABA Annual General Meeting

Date: Sept 10, 7:00pm
Locations: 2941 272nd St
Details: <http://www.aldergroveba.ca/>

Fraser Valley Chambers of Commerce Business Showcase

Date: Nov 5, 3:00pm – 7:00pm
Locations: Cascades Casino Resort,
Ballroom
Details: www.langleychamber.com/

Hello Everyone,

Hope everyone has had a great summer and is still enjoying our weather. Huge thanks to All Seasons Garden and Diamond Bar Equipment for their assistance in watering the downtown hanging baskets each day.

We are only days away from our free movie in the park night and are looking forward to having you all out.

Our ABA AGM is just around the corner on September 10th with our new board elections set to take place. Thank you for your continued support of the ABA.

Please take some time to check out our new website. Information is updated weekly to provide you with the latest information on Aldergrove.

Paul Walker

President ABA



ABA Board of Directors

Paul Walker, President
Bruce Heslop, Past President
Ryan Lunn, Vice-President
Susan Glover, Treasurer
Ramona Wildeman, Secretary

Directors:
Roberta Neault, Education/Training
Karen Fox, Membership
Ken Kendal, Event Coordination
Jay Visser, Advertising/Marketing
Marshall Austin, Community Outreach

“Our mission is to provide support to local businesses and our community, with a unified voice and to participate in local events, community challenges, and beautification projects, encourage local shopping, and inspire our youth”

Our Town - Your Town



5 Ways to Connect at a Networking Event

The upcoming Fraser Valley Chambers of Commerce Business Showcase (see page 3 of this newsletter for details) is a great event to profile your business and network with other local professionals; however, for many business owners, networking is an unnatural and uncomfortable process. To help you connect at a networking event . . .

1. Find an event that meets your needs

There are many types of networking events, so consider your personal style, comfort level, and schedule (e.g., if you're typically drained at the end of your day, consider breakfast, lunch, or weekend opportunities).

2. Know who's going to be there

Before registering, confirm that the types of people you hope to connect with will be there (e.g., if you want to mingle with business owners, an event attended primarily by job-seekers won't help you out). If a list of attendees isn't available in advance, consider arriving a bit early to look at the name tags set out on the registration table. Even recognizing the name of an organization can help you make a relevant connection.

3. Prepare in advance

Understand the event structure. Will there be a display table for you to set out flyers? Is there a place to drop off or post resumes? Are people expected to exchange business cards during introductions? Bring more supplies than you think you may need.

4. Prioritize your goals

Before leaving your home or office, know what you hope to accomplish. If you get an attendee (or exhibitor) list in advance, identify 3-5 people you hope to connect with; prepare relevant conversation starters for each contact and strategies to steer the conversation to your main purpose for the connection. Redefine success – a couple of meaningful conversations are typically better than randomly distributing a whole box of business cards.

5. Go alone

The purpose of a networking event is to expand your network; not to spend time with people you already know. If you're on your own, you can more effectively join other conversations and it's easier for others to initiate conversations with you. If you notice someone standing alone, s/he may be grateful for your company; introduce yourself and find something in common to talk about.

Read more at <http://lifestrategies.ca/docs/10-Ways-to-Connect-at-a-Networking-Event.pdf>



We're always looking for updates, events, and resources to feature in our newsletter.

If you have something you'd like added to the next issue of the ABA Monthly Newsletter, please email news@aldergroveba.ca

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Updates

Fraser Valley Chambers of Commerce Business Showcase

Join representatives from hundreds of local business at this business showcase and networking event on November 5, 2014 from 3:00pm – 7:00pm at the Cascades Casino Resort Ballroom (20393 Fraser Highway) in Langley.

If you would like to showcase your business, exhibitor spaces (max 2 per business; GST additional) are available including:

- 8' x 6' – \$199 Chamber Member / \$249 Non-Member
- 10' x 6' – \$249 Chamber Member / \$299 Non-Member
- Table Top – \$149 Chamber Member / \$189 Non-Member

Space is limited, so secure your exhibitor spot early. Sign-up before October 3 to be included in the Vendor Passbook.

The networking event is free to attend, but to help event planners, please RSVP. Be one of the first 300 guests to attend and participate in the Vendor Passbook prize draw contest.

See <http://business.langleychamber.com/events/details/fraser-valley-chambers-of-commerce-business-showcase-2155> for more information and to RSVP your attendance or book your exhibitor space.

BC Seniors Games Seeking Volunteers

This year, Langley welcomes the BC Seniors Games. With 26 sports, ranging from archery to track and field, this event brings together 4000 participants from across BC.

Event organizers are looking for volunteers for administration, ceremonies, communications, medical, promotions, protocol, registration and results, security, special events, transportation, and sport. Learn more and sign up at

<http://www.2014bcseniorsgames.org/volunteers>

Township of Langley Development Indicators

Each month, you can access a report published by the Township of Langley which provides a snapshot of the state of the local economy. These reports can be accessed at

<http://www.tol.ca/Doing-Business/In-The-Township/Business-Environment/Economic-Indicators>

Member Benefits

Aldergrove Events

Receive one month's free advertising on www.AldergroveEvents.com.

With over 800 likes and followers on Facebook and Twitter, this site provides Aldergrove, Langley, Abbotsford, and surrounding communities with event information before it happens! Open to any ABA-member business.

Space is limited; first come, first serve. Contact Mike O'Grady at mike@fraservalleyrealty.ca for details.

Fraser Valley Realty

ABA members will receive \$500 for any referral towards any real estate transaction until Dec 31, 2014.

Contact Mike O'Grady at mike@fraservalleyrealty.ca for details.

Not a Member?
Learn more about how the ABA can help your business at www.aldergroveba.ca/membership/

Our Town - Your Town



Updates

Tractorfest

The recent 102nd Agricultural Fair and Festival, hosted by Aldergrove Fair Days, took place July 18 – 20 was a great success. It was wonderful to see the whole community out. The event featured fabulous entertainment and helped increase agricultural awareness through education.

Visit www.AldergroveFairDays.com for more information about the event.



Movie in the Park

The Aldergrove Business Association is very excited to be presenting “ET: The Extra-Terrestrial.” Bring the family and enjoy a classic movie on the big screen in the middle of the park!

This free, family-friendly event will feature the movie, a BBQ and concession, and various activities for the kids.

Be sure to bring your lawn chairs or blankets for a comfy viewing experience. Come early to secure a good spot for the movie!

We hope to see you there!

Date: August 16

Time: 8:30 pm - 11:00 pm

Location: Aldergrove Athletic Park
29 Avenue & 267B Street

Admission: Free!

This event wouldn't be possible without the support of our sponsors:

- Township of Langley
- Otter Co-Op
- Aldergrove Credit Union
- J. Visser Art & Design

ABA AGM

The Aldergrove Business Association's Annual General Meeting (AGM) is scheduled for September 10 – mark your calendars. This year, we'll feature a special guest speaker, Jayne Barron, CHRP, CCDP, with *The Art of Grabbing Attention*. Jayne has over 20 years experience in business management, sales/marketing, and human resources.

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