

# ABA Newsletter

November 2014



ABA Fall Banners are now up along Fraser Hwy

*Fall is here! Time to start planning for the holiday sales season, festive parties, and for many of you – inventory and fiscal year end!*

Have an Aldergrove photo to submit? Send it to [info@aldergroveba.ca](mailto:info@aldergroveba.ca).

## From the Executive

### Welcome to the New-Look ABA Newsletter!

Since early September, the new slate of Executives voted in at the ABA's AGM (see p4) has been hard at work strategizing about ways to provide added value to our membership and our community.

To support these efforts, we've revamped the website at [www.aldergroveba.ca](http://www.aldergroveba.ca), developed a new glossy brochure and a new newsletter format, and are putting a greater focus on using email and social media to connect with the ABA's audiences.

But to build better communication and a stronger association, we need your help! See the article 'Help Us

Build an Audience' in this issue.

The new Executive strongly believes in two-way communication, and we invite you to call, email, or connect with us on social media to discuss your thoughts and ideas about the ABA. (You can even go 'old school' and stop by our offices above the Aldergrove Credit Union on 272<sup>nd</sup> for a coffee sometime – email me at [communications@aldergroveba.ca](mailto:communications@aldergroveba.ca) to set up a day and time.)

Here's to our shared success!

**Rob Wilson**  
Director – Communications

## In This Issue

- p1 From the Executive
- p2 ABA Updates
- p2 Help Us Build an Audience
- p3 Hiring for the Holidays
- p4 Meet the Executive

## Upcoming Events

### ABA Member Holiday Mingler

December 4 @ 6:00 pm - 9:00 pm, Bob's Bar & Grill, Aldergrove

### Aldergrove Christmas Parade & Celebration

December 13 @ 6:00 pm - 8:00 pm, Downtown Aldergrove

More events listed at [www.aldergroveba.ca/events](http://www.aldergroveba.ca/events)

## ABA Member Holiday Mingler – Dec. 4, Bob's Bar & Grill

Watch for details on the ABA Member Holiday Mingler, to be held Dec. 4 at Bob's Bar & Grill. Door prize donations are needed – contact [community@aldergroveba.ca](mailto:community@aldergroveba.ca) to have your business sponsor a prize.

## ABA Updates

### New ABA Fraser Hwy Fall Banners Now Up

The Aldergrove Business Association recently commissioned the creation of new lamp standard banners that are now hanging on Fraser Highway in the downtown Aldergrove core.

We would like to thank ABA member Waddell Electric Ltd for installing the new Fall banners. The banner was designed by J. Visser Art & Design.

### ABA Membership Renewals Coming Soon

Watch your email for ABA membership renewal statements, which will be sent out sometime in November. Membership fees are due by January 31, 2015. This year, you'll be able to pay for your membership online via credit card.

### New ABA Email Tools

The ABA has invested in new email tools which will allow us to better connect with members and the larger Aldergrove community. Subscribers can choose to receive the following types of emails:

- ABA News & Events
- Special Offers from ABA Member Businesses
- Crime Alerts
- Community Events

To subscribe, visit the ABA website at [www.aldergroveba.ca](http://www.aldergroveba.ca).

### Member Benefit: Waste & Recycling Services

ABA members can receive a discount on waste and recycling with NorthWest Waste & Recycling. Contact us at [info@aldergroveba.ca](mailto:info@aldergroveba.ca) for more information.



## Help Us Build an Audience

The ABA is working to leverage all of the ABA's communications channels – website, email, social media, etc. – to foster better connections between and amongst our members, and with the larger Aldergrove community. To do this, we need to build our audience.

By growing ABA communications with our community, *all* ABA members will benefit.

Here's how you can help.

### Like / Follow / Link to Us

Do you have a website or social media presence? Please link to the ABA website or follow us on Twitter and Facebook. Encourage your employees, customers, and neighbours to sign up for ABA email alerts (see the sidebar article 'New ABA Email Tools' at left).

### Prizes! Prizes! Prizes!

The ABA is looking for donations of goods and services from our members that we can offer as prizes. Contests might take the form of encouraging Aldergrovians to "Like" the ABA and your

business on Facebook, or to post a photo taken at a member business on Instagram.

---

*"By growing ABA communications with our community, all ABA members will benefit"*

---

Contests won't always be focused online; for example, we might organize a "shop local" week where residents are encouraged to make purchases from 10 (or 20 or 30) Aldergrove businesses in a given week.

To make a donation of a good or service, please contact [community@aldergroveba.ca](mailto:community@aldergroveba.ca).

### The Audience is Listening

By building up the ABA's email and social media audiences, we'll be able to communicate with them regularly about *your* business, as well as ABA-sponsored community events and initiatives and other matters important to our membership.

Thanks in advance for your support!



## Hiring for the Holidays

As the holiday season approaches, many business and HR leaders start to think about the need to recruit temporary / seasonal workers. Below are some tips on hiring for the holidays.

### Plan Ahead

Review your organization's performance during previous busy periods. Were you adequately staffed? Set target dates for making temporary / seasonal hires so you're not caught off guard.

### Staff Strategically

Consider partnering with a recruiting agency that specializes in finding temporary placements for your industry. The agency can help you assess your needs and find the right talent to fill them. Maximize the value of your investment in the temporary hire by giving them adequate supervision and guidance early on.

### Recruit Widely

Post your job opportunities on local online job boards, LinkedIn, and social networking sites. Ask your current employees if they have family, friends, or former co-workers who may be able to fill in for a few days or weeks. (Of course, there are risks to hiring existing employees' acquaintances: if the temporary hire doesn't pan out, it could create friction with your employee.)

### Look Into Government Grants

The federal and provincial governments, and some industry groups and charitable organizations, offer various small business grant programs that provide funding for temporary workers. Eligibility requirements, lengths, and subsidy amounts vary, so a little research is required to find out what grants are available that might help your business.

### Don't Cut Corners

Don't let an "emergency" temp staffing situation cloud your judgment. Be sure to do a thorough reference check of any temps you're considering (the same goes for any recruiting agencies you might choose to work with).



*Our thanks to the Aldergrove Credit Union for providing office space and operational support to the ABA.*

### ABA Member Websites

Visit these ABA members online to learn more about their businesses:

[247-security.com](http://247-security.com)  
[valhallarroofing.com](http://valhallarroofing.com)  
[penstarenterprises.ca](http://penstarenterprises.ca)  
[pricesmartpropertymanagement.ca](http://pricesmartpropertymanagement.ca)  
[subconsciouslythinking.com](http://subconsciouslythinking.com)

*Look for new links in each issue of the ABA Newsletter.*

### Member Benefit: Discounted Advertising in the *Langley Advance*

ABA members get preferred rates for advertising in a special section in the *Langley Advance* – just \$33.75 a month (based on a 12 month commitment) for a business card-sized ad with a CCAB audited circulation of 40,400.

For more information, contact [pobrien@langleyadvance.com](mailto:pobrien@langleyadvance.com).

### Member to Member Offer: Free Advertising on *AldergroveEvents.com*

With over 800 followers and likes on Twitter and Facebook, [AldergroveEvents.com](http://AldergroveEvents.com) provides Aldergrove, Langley, and Abbotsford with event info before it happens! Space is limited; first come, first serve. Contact Mike O'Grady at [mike@fraservalleyrealty.ca](mailto:mike@fraservalleyrealty.ca) for details.

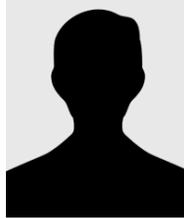
## Meet the 2014/2015 ABA Executive

The 2014/2015 ABA Executive is a diverse group of local business owners, employees, and residents. To learn more about the current Executive, visit [www.aldergroveba.ca/about/](http://www.aldergroveba.ca/about/).



**Ken Kendall**  
*President*

Ken has been running the Aldergrove Extra Foods since the Summer of 2010.



**Paul Walker**  
*Past President*

Paul is a Public Information Officer with the Abbotsford Police Department.



**Mike O'Grady**  
*Vice President*

Mike works as a local Realtor® with Aldergrove's Prudential Power Play Realty office.



**Ramona Wildeman**  
*Secretary*

Ramona works at the Langley Advance and Glacier Media Group.



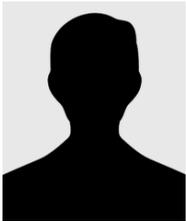
**Susan Glover**  
*Treasurer*

Susan has worked for Aldergrove Credit Union for over 25 years.



**Roberta Neault**  
*Director – Education/Training*

Roberta is president of Life Strategies Ltd, a local career and HR consulting and research firm.



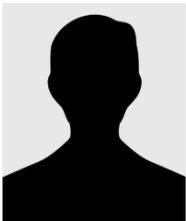
**Raeleen Castle**  
*Director – Membership*

Raeleen is a consultant with Langley's Partners In Employment Services.



**Curtis Paulson**  
*Director – Event Coordination*

Curtis is the Outbound Transportation Supervisor for EV Logistics.



**Jay Visser**  
*Director – Marketing/Graphic Design*

Jay is the Owner of Jay Visser Art & Design.



**Sean Davis**  
*Director – Volunteer Coordinator*

Sean runs an Investment Advisory practice at RBC Wealth Management.



**Jonathan Gelderman**  
*Director – Community Outreach*

Jonathan is one of the top producing Realtors® in the Fraser Valley.



**Rob Wilson**  
*Director – Communications*

Rob Wilson is the founder of iContext Internet, a local digital / web strategy firm.

### Member Benefit: Enhanced ABA Website Profile

ABA members can now create an enhanced profile for their business on our website. Profiles can include a link to your site and social media channels, a detailed description of your products / services, and your logo or photos of your business. See the ABA website for more information.



Is your business interested in sponsoring a major local community youth group? Aldergrove Youth Soccer Club (AYSC) offers unique opportunities to put your organization's name in front of our 1,800 members (players and parents / guardians), as well as thousands of other local residents and visitors.

For more information, contact [vp@aldergrovesoccer.com](mailto:vp@aldergrovesoccer.com).

### Contribute to the ABA Newsletter

We're always looking for ABA member updates, Aldergrove community events, photos, and useful business resources to feature in the ABA newsletter. Have something to contribute to the next issue? Email [info@aldergroveba.ca](mailto:info@aldergroveba.ca).