

Summertime at the Chilliwack Chamber of Commerce is a wonderful time to visit our members.

I had the great pleasure of visiting Andy Neels at A & G Fencing Ltd. on Castleman in Rosedale. Andy runs his very successful business out of his home. A & G Fencing sells and installs a wide variety of fencing including cedar panel, chain link, vinyl, concrete and wrought iron.

The cedar panels are made on site by Andy's dad, Gerald Neels who has been in business with Andy for the past 12 years. The smell of fresh cedar permeates the facility that is located behind Andy and Christa's home.

I was struck by how spotless and organized the operation was. Safety is really important to Andy. The property is three acres in size. A & G Fencing employs five installers full time as well as Andy, his dad and even the kids get in on the family business at times.

Their busy season is March to June but this last weekend Andy received over 40 calls for quotes. In the past few years 60-70% of their business has come from contractors but in the last year 85% has come from home owners upgrading

CEO moves to join Coast Hotel

their property.

Andy's wife Christa maintains a beautiful garden all around the property all set off by the nicest fences in the neighborhood.

www.agfence.ca

I was invited to visit with Malcolm Mincher at Monague Native Crafts Ltd. in Mission.

They employ 100 plus piece workers who produce 300,000 plus pieces per year. They have 12 staff on site who coordinate the efforts of the piece workers, check for quality and fill wholesale orders.

They have a huge inventory of gorgeous native crafts, pottery and jewelry. It is a perfect job for any crafty person. Training sessions are provided, Kits are prepared for pick-up and workers are paid by the piece.

www.monague.com

Undine's Retreat Day Spa Inc. has really evolved and changed over the last few years. They now occupy a huge

chilliwack BUSINESS

SUE ATTRILL



space at 45935 Airport Road in Chilliwack.

Undine has been in the business of spa pampering for many years and has grown from a small spa in her home to two locations in Chilliwack.

The spa location on airport offers a wide variety body treatments for men and women including, skin care, hand care, foot care, hair removal, oxygen sessions and even a proven weight loss program. The spa itself is welcoming and peaceful. The staff are very friendly and calm.

It was lovely to be in there. It made me want to stay for hours. Undine's second location is Undines on Young Hair Studio at #15 -8635 Young

Road. This location offers a full range of Hair Services as well as Manicure, Pedicure and some waxing.

www.undinesretreat.com

I am leaving the Chilliwack Chamber of Commerce as of July 22.

I have enjoyed my time immensely. Together with a great group of Board members we have doubled the Chamber membership, grown the events and added a huge amount of value for our members. I will be joining the team at the new Chilliwack Coast Hotel on August 3 as Sales Manager.

I am very excited to be part of this fabulous new hotel. I look forward to many challeng-

es ahead of me as I continue to live, work, play and prosper in the gorgeous city of Chilliwack.

With that, the Chilliwack Chamber Board of Directors notes Sue has played a significant role in the success of the Chilliwack Chamber over the past four years. The members of the board and staff of the Chamber wish Sue the best in her future endeavors and are grateful for the commitment she has shown to the organization.

The Board of Directors is now beginning our search for an Executive Director to lead the Chilliwack Chamber after Sue's departure. The board will serve in the interim until a replacement is in place.

For information, contact: Jason Lum at 604 702-8820.

- Sue Attrill has been CEO of the Chilliwack Chamber of Commerce. She is leaving the Chamber to join the Coast Hotel in Chilliwack as Sales Manager.

Envision posts solid fiscal results

LANGLEY - Envision Financial, B.C.'s third-largest credit union, has announced its financial results for the past fiscal year, reporting steady growth in 2008 despite a challenging economic environment.

Envision's revenue for 2008 was \$212.5 Million, up from \$203.5 Million in 2007. Net income for the year totaled \$11.7 Million. Member-owner loans

decreased by \$28.4 Million, or 1.1 per cent, while deposits increased \$83.2 Million, or 3.2 per cent. Envision maintained its asset base of \$3.1 Billion.

As of December 31, 2008, Envision had a capital ratio of 11.8 per cent on a risk-weighted basis, compared with 11.6 per cent in 2007. This compares favorably with the prescribed minimum ratio of 8.0 per cent

of total risk-weighted assets.

Envision contributed more than \$1.1 Million to its communities in the form of scholarships, sponsorships, and donations in 2008.

The 2008 fiscal year saw the grand opening of two new Envision Branches in Newton and Maple Ridge, bringing Envision's total number of branches throughout B.C. to 21.

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On top of the page game

When performing Search Engine Optimization (SEO) it's important to look at several factors.

One of those is the pages of your Web site. Google looks at more than words. Here are some handy secrets:

Name yourself. Your title bar should contain no more than 65 characters. Start with a keyword phrase and end with your brand. A 'pipe' is a useful character for this. (e.g. "Vancouver Internet Services | SmarttNet").

Protect yourself. Check for "www" protection: Type your URL into a browser's address bar with "www" at the front, and then again without. Check if you get led to the same URL both times. If not, search engines are seeing two sites, which will hurt your rankings.

There's no place like the home page. If you have an "enter site" intro, rethink it. There's probably no real

content on the home URL for Google to read.

Avoid too much Flash. It's pretty, but it doesn't say much to search engines. Keep it for imagery, not content.

Don't overdo it. Once upon a time keyword density used to matter. Today, it doesn't; Google mimics human behaviour in writing styles. Use keywords naturally, and keep recurrences to no more than five per page. Do focus on multiple keywords, but research stats on what people search for to find you; keywords are not just adjectives about your business.

Keep it fresh. Update your site at least once a week for the search engine meta crawlers. A great excuse is to incorporate your blog into your site and give free advice to your audience.

Shake things up a bit. Use a different format for your headings with HTML's H1, H2

internet BUSINESS

JOYCE



and H3 tags. Make your main keyword phrases stick out with bold or italic formatting.

Give more than beholds the eye. Google looks at the file names of photos. Name images by keywords and content. A big no-no would be naming photo files something they're not. Don't confuse search engines.

Anchor in. Find any excuse to link to your site's other pages by burying keywords in hypertext where they fit into paragraphs. Don't link with random words that don't match the topic.

Anchor out. When linking to other sites, make sure they are trustworthy and related to your market. Avoid giving away too much 'link love' because what you want more is people linking to YOU.

- Joyce Astifan is an E-marketing Specialist at SmarttNet She can be reached at joyce@smartt.com. www.smartt.com/lbfu