

The Vancouver Executives Association (VanEx) is an exclusive business networking organization. Its mission is to promote business and share ideas with trusted business leaders in a non-competing environment. It is one of Vancouver's premiere business associations, offering professional networking and fellowship through committed membership.

VanEx stands for the interests of its members, for service from each to all, for cheerful cooperation, for more real efficiency, for success based on merit, for the exchange of useful information and for constant progress in things that are worthy.



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Stuart Thomson photo, City of Vancouver Archives, CVA 99-3379

The story of VanEx

A long, colorful history...

The Vancouver Executives Association (VanEx) was founded in 1920 by a group of Vancouver's leading business people who decided to form a group for the purpose of assisting each other's business success through cooperative networking. By limiting membership to one company per business classification, openness and sharing was assured. Since members were all decision-makers within their respective firms, whatever the size, business dealings were easily and readily facilitated.

Over the years, VanEx membership has changed as different types of businesses evolved. There no longer is, for example, a company that delivers coal and sawdust with a horse and buggy. Typewriter dealers have evolved into hardware and software specialists. Despite the constant change, the basic VanEx ideology has endured: to promote good business in a collegial, congenial, and cooperative environment.

How VanEx works

One of Vancouver's top business associations...

VanEx is a member of the International Executives Association (IEA), a world-wide network of over 100 similar organizations.

VanEx is a freestanding not-for-profit society. It is not a franchise and it is not corporately owned. This ensures that all dues and monies raised are used for the sole purpose of the association.



Weekly meetings, member presentations, guest speakers and more...

VanEx meets weekly at the Terminal City Club in downtown Vancouver where members enjoy a noon program that allows for the informal and formal exchange of ideas, information and opportunities to meet or learn about potential new clients.



After the lunch, one member speaks to the group about her or his firm. Over time, these presentations provide all the members an in-depth understanding of each other's companies and business products and services. What flows from this are helpful business insights plus business transactions.

From time to time, meetings are held at various member businesses. These catered events allow members to showcase their businesses. These on-site meetings provide first hand information on how

a company works, as well as providing the opportunity to meet staff and management.

Guest speakers are regularly invited to share their ideas and expertise on such topics as finance, commerce, community affairs, sports, crime, and other matters of general and specific business interests. The "Annual Economic Forecast", held in January, features speakers whose knowledge and expertise help guide business decisions for the upcoming year.





Why should you join VanEx?

There are many reasons why you should join VanEx. Here are 12 of them:

1. A steady stream of solidly “referred” business leads and opportunities...

The ability to regularly generate qualified leads for your organization is the lifeblood of any business. You must constantly build your list of prospects and introduce yourself and your company to potential new clients and opportunities.

Since its inception, generating leads and business opportunities for its members has been the foundation of VanEx. With best practice processes in place, the association professionally guides and facilitates the successful exchange of sales leads and business opportunities for you and your company.

More than just “name and phone number” leads, members produce “referral-generated” leads—leads that are pre-qualified, third party endorsed and recommended to your company. Referral-generated customers are the most cost effective, profitable, and loyal source of new business leads.

2. An invaluable resource and business advisory service...

Two heads are better than one when it comes to solving problems or getting results. So, imagine having access to a permanent group of associates, with a broad range of experience



and expertise, who you meet with every week and who are all willing to share their experience, perspectives and advice with you. This opportunity to collaborate with others is one benefit of membership.

VanEx provides a peer environment, where collaboration and open discussions take place. VanEx members receive valuable feedback, support and guidance, allowing them to continually improve as entrepreneurs, to solve problems, to become better leaders, to make better decisions and, ultimately, to get better results.

3. The power of face-to-face...

We have all heard the sayings that describe human relations such as “like attracts like” and “birds of a feather flock together”. VanEx members know that there is an intangible but well-documented power that is transferred when they interact with successful people and companies who are at the top of their fields and making valuable contributions to their communities and industries.

VanEx members all qualify to be in this group of achievers. They are hand-picked and recommended for membership. They provide economic gains to their fellow members, not just by the leads they provide but with their friendship, counsel, advice and personal encouragement. Energy and synergy are created when two or more like-minded individuals come together.

Some studies claim you are the average of your five to seven closest friends or associates. If this is true, and if you really are who you surround yourself with, then shouldn't you be in the company of other achievers? VanEx is your opportunity to do just that.

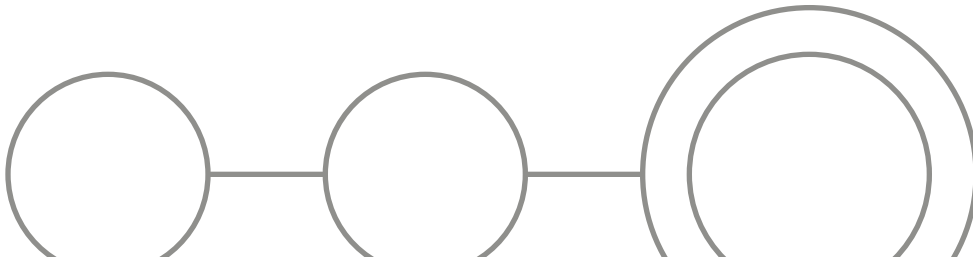
4. Part of something worthwhile and enduring...

To say that VanEx is a leader in longevity is an understatement. Founded in 1920, today's VanEx members are intimately connected and bonded to a long line of best known and most respected businesses, locally and around the world.

Over the years, VanEx has maintained its stature in the business community. This proven track record of continually providing its members with the support necessary to succeed gives VanEx an enviable reputation when it comes to member retention and success.

5. Weekly meetings at the prestigious Terminal City Club....

VanEx meets weekly at the TCC over a mid-day program. Located in the heart of the financial center of Vancouver, the TCC itself exudes prestige and success.



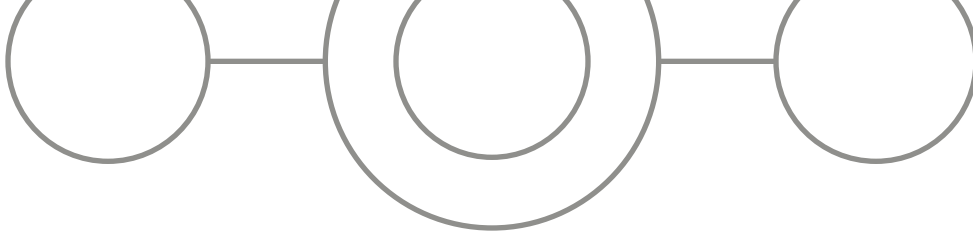
With its own tradition of excellence, its recognition within the business community, its inspiring atmosphere and 5-star cuisine, the TCC is a fitting place for VanEx members to meet, be inspired and to conduct business.

Weekly lunch meetings at the TCC are also a great place for VanEx members to bring clients, team members and business associates – what better way to impress or reward a client or associate than a VanEx lunch at the TCC.

6. Special events and speakers...

There is nothing quite like learning from, or being inspired by, a dynamic speaker and/or educator. In addition to members, guest speakers are regularly invited to share their vision and expertise on matters of finance, commerce, community affairs, sports and other matters of general and specific business interests. The annual economic forecast held in January helps guide business decisions for the upcoming year.

Throughout the year, VanEx also hosts several special events such as the Past Presidents Gala, Summer BBQ, Golf Tournament and annual Christmas Charity lunch. The speaker series and many of the special events are also perfect for guests.



7. Your exclusive membership is a genuine business asset...

Members in good standing may be entitled to transfer their membership to another decision maker in the company, or their classification may be included with the sale of the business. That makes membership in VanEx an important, long-term asset of your company.

8. A built-in consistent marketing component of your business...

If you would like to add a consistent and disciplined component to your current marketing strategy, VanEx weekly meetings are the answer. Structured to be made part of your routine and strategy for both short and long term success, VanEx members are assured that every week, no matter what is happening with your other business-building activities, you are guaranteed your weekly VanEx audience. It is marketing that is natural, easy, consistent, and most important, face-to-face.

9. Bursary funds available for family members...

It's not just a matter of members helping other members' businesses grow. VanEx also looks to the well-being of its members, their staff and their families. Every year, through the

independent Association of Universities and Colleges of Canada, VanEx grants two or three bursaries to deserving students affiliated with the Vancouver Executives Association. The bursaries, ranging from \$1,200 to \$1,500, help to offset some of the expenses of post-secondary education. Funds for the bursaries come from the association's self-sustaining Bursary Trust.

10. Part of a worldwide organization...

VanEx is a member of the International Executives Association, which has over 100 allied organizations in countries around the world. If you are ever in another city that has a executives association and need help or information, or simply want to meet and connect with business people in other markets, all you have to do is call. Many of these associations, just like VanEx, have access to excellent resources above and beyond what you might already have at the local level. It's a series of business connections that circles the globe.

11. Membership is limited to one company per business classification...

All VanEx members "own" their business classification. This exclusivity ensures quality members and creates a safe competitor-free environment – an environment that fosters maximum sharing of ideas and information. Applications for membership are carefully screened and only those applicants who strive for the highest professional and ethical standards are accepted into the association.

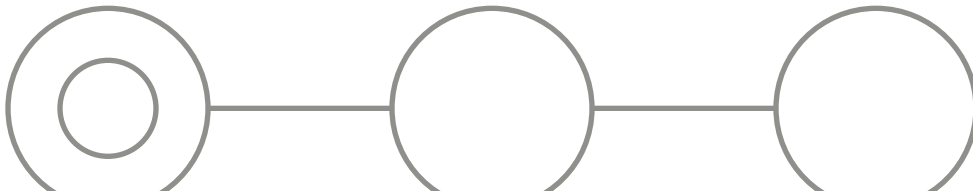
12. Expand your network, your influence and your access to trusted goods and services...

You never know who might bring something amazing into your world. All opportunities come from people. That is to say, if you embrace others in mutually beneficial relationships you will succeed. Expanding your network and knowing the right people has its definite advantages.

Expanding your network is about leadership, influence, opportunity and access to trusted goods and services. It is about being “in the know”, the “go to” person and the connector for anyone looking for help, a shortcut or assistance. It is about adding value to the people in your personal circle of contacts.

VanEx membership provides all this and more. You never know who might assist you or someone you know by opening a door, dropping an all important name or introducing you to that one person who can make all the difference in the world to you and your business.

Add the VanEx member roster to your contact list to make a tremendous impact on the value you bring to your company, marketplace, family, friends and associates.

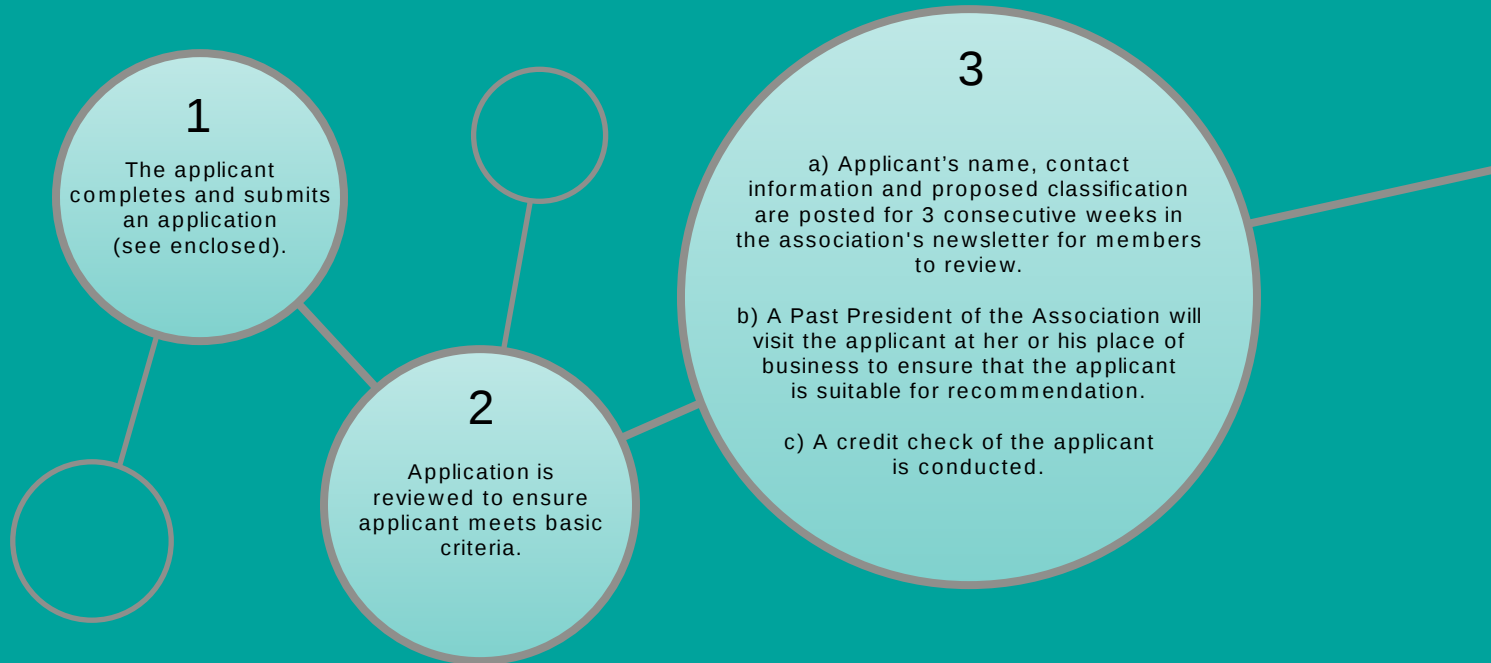


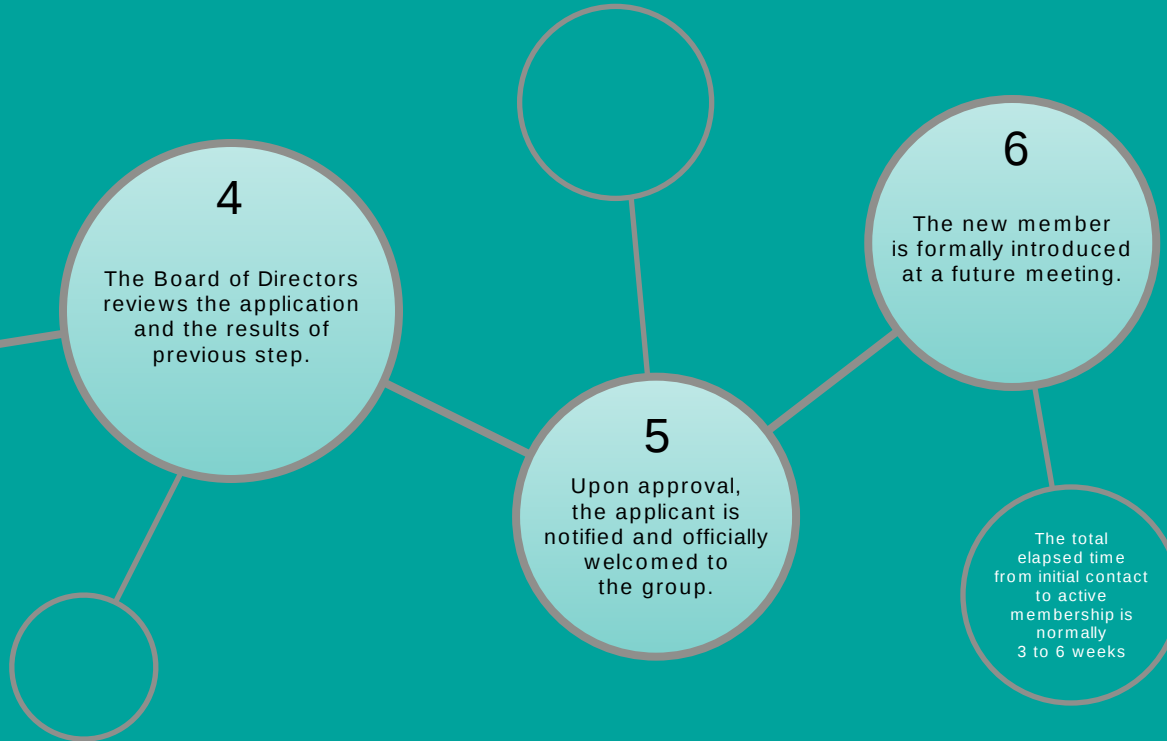
vanex
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Steps to membership

The processes in place for selecting new members are designed to ensure that only quality members are chosen.





To begin your application for membership, please contact our Executive Director at (604) 684-0660 or exec@vanex.com

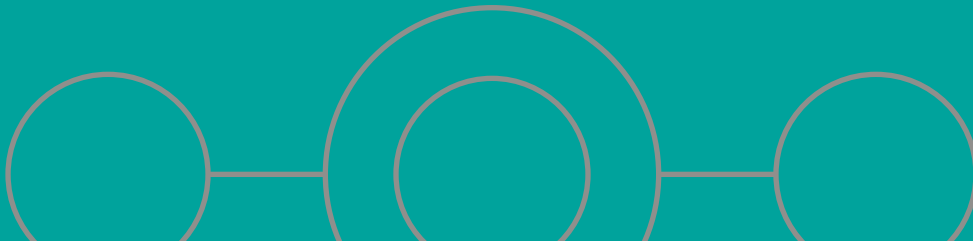
Get started today

Getting started with VanEx is easy. Simply look for your application at the back of this brochure or download your application from our website www.vanex.com.

Complete the application and send it to exec@vanex.com or fax it to (604) 205-5490 or mail it to #400-601 West Broadway, Vancouver, BC, V5Z 4C2

If you have any questions or would like to be a guest at one of our meetings please call us at (604) 684-0660 or email our executive director at exec@vanex.com.

Fill out your application or call today. We would love to show you the many ways VanEx can help get you get connected and take you and your business to higher levels of success.



vanex
get connected...



What members say about VanEx

Your membership in VanEx could be one of the most profitable investments you will ever make in your company. But don't just take our word for it...

A very valuable source of business...

Manning Elliott has been a member of VanEx for 23 years. Over that time we have had the opportunity to do work for many VanEx members. For some it has been a one-time special project. For others, it has been an ongoing relationship for many years.

When I review my client list today I see a number of VanEx members, but the vast majority of my clients are not VanEx members. However, for many of those clients that are not VanEx members, if I step back and recall how those organizations became clients, and "connect the dots", the path leads back to VanEx. In other words, through the direct and secondary, indirect contacts that I have made at VanEx, I have been introduced to many businesses and organizations that have become clients of Manning Elliott.

In short, VanEx has been a very valuable source of business for Manning Elliott. Through our regular participation, we have built relationships with other members and gained their confidence to refer clients to us.

- Mike Corney, CA, Partner, Manning Elliott LLP



All my best leads and biggest customers...

When I set out on my own and started Reliable Courier Service, I soon found that life as an entrepreneur had left me feeling isolated.

I had nobody to talk with... to toss around ideas with... nobody to turn to for help or advice in running my business. That's when I joined VanEx.

Because it gave me the exclusive right to my business classification, VanEx was a safe place to talk about things, with no fear of giving anything away to competitors. The organization has a great system for exchanging leads. I have to say that all my best leads and biggest customers came through my VanEx connections.

- Clay Derochie, Former President, Reliable Courier Service



I recommend VanEx to anyone who is serious about growing their business...

I joined VanEx very soon after I started OfficeSuites in 1999. We do get new clients from referrals by VanEx members, however, as time goes on, I realize that VanEx is most valuable for my business for all of the great suppliers I am introduced to.

My business now spends thousands of dollars monthly for services provided by fellow VanEx members. It is great being able to do business with people you see every week and get to know and trust. It saves me the time of having to look for suppliers and the worry about the service that I am getting.

Attending the VanEx meetings allows me to meet with business women and men, some of whom I have become friends with. We share problems and issues and often help each other with solutions and ideas. I have brought some of my own business friends into VanEx and now we have a chance to see each other and develop stronger relationships. I would recommend VanEx to anyone who is serious about growing their business.

- Noreen Angus, President, OfficeSuites

Significantly adds to my bottom line...

I have had the privilege of holding a VanEx classification since 1997. Soon after joining, I quickly realized the benefits and privileges that came along with being involved in a group of this caliber. The large amount of business I receive from the members themselves, as well as the third party leads they offer, significantly adds to my bottom line year after year.

The ability to discuss day to day business challenges and receive quality mentoring from my fellow members is also a definite benefit of belonging to VanEx. Many of these members that I have had the privilege of trading ideas and solutions with have become good friends outside of the association.

- Dale Hinkelman, VanBurn Collision



One of our most valuable assets...

Attending VanEx on a regular basis keeps me in touch with the undercurrent of what's going on in business and the local economy. There are leaders from so many segments of the business community there, and there is always an interesting or valuable tidbit of information to pick up that could be helpful to me or to my clients. Many clients see me not only as a supplier to them, but as a resource when they are looking for other services.

Going through our database of clients, I realize that many of our longest term, best clients have come from either a VanEx member or VanEx referral over the years. The value of the business transacted, the mentoring, a peer group of other business owners, and the business knowledge transfer makes our VanEx membership one of our most valuable assets.

- Anne Carroll, Logotex Mfg. Ltd





vancouver **executives** association

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