

**Subject: Idea Exchange**



**CHAMBER DEVELOPMENT  
SERVICES INC.**

April 2006

**Even Workaholics Get a Vacation**



As you read this, sorry to rub it in, but I, Joan Testa, am off playing for the month of April. Sorry - I know you deserve this kind of reward too, but the brass ring came my way and I grabbed it! Don't laugh too hard, and those of you who know me will, but I am off on an African adventure including a safari. So this old workaholic is leaving behind the cell phone, the fax, the computer, all of it, and going to see if there is more to life than Chambers: I'm trading one wild environment for another! I'll let you know which one is more fun! (or safer?)

**The plan. The tools. The training.**

What makes us different? We provide your chamber the plan, the tools, and the training to achieve durable gains in membership. Other companies organize flashy membership drives. We train your volunteers and your staff on key ways to raise community awareness about the benefits of chamber membership. We provide written materials; we conduct educational workshops; and we guide your organization through a membership campaign that employs the skills we teach. We also offer a customized analysis of your chamber's membership base; detailed instructions on how to mentor and retain new members; and a full year of free consultation to help you succeed. That's more than membership. That's real growth and retention. Give me a call and let's talk about your Chamber's growth and retention!

**Quote of the Month**



Murphy's Law: "If anything can go wrong, it will."

Typical Chamber President's/Director's Commentary on Murphy's Law:

"Murphy was an Optimist."

**Recruitment Idea of the Month**

Red Alert: The Chamber's telephone calling tree of participating members is activated upon notification of a situation, and verification is made through the local police or sheriff's office. An alert is immediately sent out to Chamber members of scams such as shoplifting, bad checks, deceptive advertising, etc. Member testimonials bear

witness to members' savings of thousands of dollars.

## Membership Renewal Incentive Coupon Book

Why not offer a special member to member coupon book to those businesses who promptly renew their membership? This is a double win-win: increased numbers and promptness of renewals. The businesses offering the gifts usually report that their sales go up as well. Since costs are minimal and coupon participants pay for their ad, it actually can be a revenue generator for the Chamber to boot!

## Chuckle of the Month



"It all began the day I dropped out of the Chamber of Commerce."

More than membership. Real growth and retention.

### Contact us today!

Write: [joan@chamberdevelopment.com](mailto:joan@chamberdevelopment.com)  
Call: (800) 584-0321  
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