



## CHAMBER DEVELOPMENT SERVICES INC.

August 2005

### Personal Message From Joan



Change...Yuk! There is a tremendous amount of comfort in keeping things the same. It sure takes a lot less effort than change does and familiarity means recognition. So why the trend towards re-branding – a trend that CDS is now joining? I want to think that in CDS' case, it's refreshing the message rather than changing it. For years you all have heard me say “don't do membership drives – do Community Awareness Membership Recruitment and Retention programs”. Membership drives are a lot more fun but they basically are fund raisers. So take a look at the new CDS colors, logo, slogan (“More than membership. Real growth and retention.”) and our new website. A new branding to remind you that defining the Chamber message and then providing the plan, the tools and the training ...that's strategic membership development. What do you think of the new CDS? Let me know!

### ACCE Convention 2005

When ACCE told me they expected record setting attendance and information packed breakout sessions, I thought they were just telling me what I wanted to hear. But boy did they deliver! Over 375 different chambers, large and small from 49 states (Hawaii and Alaska were there – so who wasn't? My guess is Vermont - does anyone know?) participated in almost 70 different sessions that addressed a broad range of topics vital to the chamber industry. Meeting rooms overflowed when membership issues were addressed, especially: tiered dues, value propositions, big box memberships, the best practices of the circle of champions top chamber salespeople and the ever popular 60 ideas in 60 minutes. Future issues of this newsletter will feature these subjects. Doug Holman of the San Diego Chamber and Michele Bring of the Lincoln, Nebraska Chamber for helping me share some great ideas.

### Retention Is Not Collections: Preventing Membership Delinquency”

The above titled session at the conference was packed with both attendees and dynamic presenters (o.k. - yes I am prejudiced since yours truly was one of them!). Many thanks to Michelle Bring of Lincoln, NE Doug Holman of the San Diego Chamber

who provided some great examples of their approach to retention, while The Telephone Doctor gave some fun ideas. I provided the detailed numbers: how to calculate retention rates, first year vs. overall retention, actual national retention figures as well as for four regions of the U.S. Copies of all the handouts, mine and those of Michelle and Doug, are available through ACCE (or shoot me an email and I can immediately send you my portion of the workshop).

**More than membership. Real growth and retention.**

**Contact us today!**

Write: [joan@chamberdevelopment.com](mailto:joan@chamberdevelopment.com)

Call: (800) 584-0321

Visit: <http://www.chamberdevelopment.com>

**Join our mailing list!**

 