



CHAMBER DEVELOPMENT SERVICES INC.

February 2008

Such a Deal!

Solve a Problem and Make & Save Money to Boot!

No wonder the **Bethesda-Chevy Chase, MD Chamber** is an ACCE award winning Chamber of the Year! They not only have great programs, fantastic staff (including their CEO, **Ginanne Italiano**, a gal who I admire for her professionalism/get it done attitude as well as having a great name; and **Laura McGarry**, one of the best membership directors there is!), volunteers and a board that are dedicated and diligent. They also save money (and make money) in many ways. I am glad **Gloria Arnold**, their super operations director, is sharing this with all of us:

Do you settle for black and white copies because you can't afford brilliant color? Are your important documents being printed by outside printers, or worse, not at all, because you can't afford it? We struggled with bland looking documents and high printing costs until another chamber told us about FreePrinters.com, a Xerox program that gives you a state-of-the-art color printer, with free delivery and free three year maintenance. The only requirement, once you're accepted in the program, is to send a monthly usage report and buy the ink and maintenance kit from Xerox.

We are enjoying our second printer through this program; one that is network connected, prints, does color copies, scans and much, much more. In comparing ink costs, it is less expensive than outsourcing and we get professional results immediately. Our reports, membership information and marketing pieces look crisp, clean and businesslike. And best of all we can print exactly what we need, when we need it.

So visit www.freecolorprinters.com to see if this is something your chamber needs. If you feel it is, please use **Referral ID Code 706856**, and if your organization is accepted in the program, congratulations! Plus as an extra bonus, your chamber and ours each receive a \$50 prepaid MasterCard to use any way we wish. If you have questions call our chamber; we love to talk with other chamber folks!

p.s. We don't get anything special from Xerox for promoting this program; we just think it's great and want to share the information with other chambers.

2007 - What a Great Year!...Article Repeated by Popular Demand

Thanks for Believing!

As I write this newsletter on the day after Christmas (about 26 days late, but aren't we all behind schedule?) it seems to be the perfect opportunity to thank all of you for believing....believing in the value of your Chamber, and for a wonderful group of you, for also believing in me enough to hire CDS help you spread the message of your Chamber.

Recently, I took a good solid look at the Chamber Development Services' business

plan and my life's plan. It was also the time in which I talked to old-time Chamber friends like **Pete Woodham** who was the Institute and NAMD guru of membership going back to the early 1980's and still going strong with his firm beliefs that Chambers can make a difference in their community (peterwoodham@carolina.rr.com, www.customizedchamberprograms.com). Southwesterners know **Jim Berry** for his many decades of Chamber leadership in Texas and now in **Las Cruces**, N.M. After reminiscing on how long we each have been "in the business" and how Chambers have changed so much over these 20++ years, we are working together - striving to teach and involve others in growing our communities through an even more effective Chamber of Commerce.

For many of us, gone are the days of quick fix, high volume, high pressure, rah-rah membership drives. Sure they are fun and they are really not membership drives are they? They're really fund raisers...dollars in today, gone 13 months from now. Pete, Jim and Joan are all a little too old and too set in their ways for that kind of "fun"..(sorry fellas, I hope you don't mind me putting words in your mouth).

.So instead, we will keep on believing that a strong Chamber can make a big difference in each community and to be strong, a Chamber must have involved leadership and membership who understand and are willing to pursue their Chamber's mission.

In 2008, I will lessen my schedule from assisting 40 or more Chambers like I have in past years, to only accepting 12 to 15 contracts. It takes alot more time and energy to define the chamber message and train the leadership, as well as the community as a whole, on the value of investing in themselves and in their community by investing in their Chamber. So I have decided to do fewer, better, more comprehensive training-program-like campaigns. Less travel, more at-home time to write more comprehensive materials for clients and even better, more time to spend raising my 9 year old granddaughter.

So thanks for believing....and if you and your leadership decide that 2008 is the year you would like me to help you spread your beliefs, give a call. In 2007, I had the pleasure of working with chambers in TX, OK, MS, MT, WI, WA, CA, OR, IL, SC and MI...all believers and all referrals to me from other believers.

Great Annual Report



ASPIRE. ASCEND. ACHIEVE

Angelle LaBorde, CEO, Greenwood, S.C.

Chamber has a great annual report that is not only information packed, yet easy to read, but has such great eye appeal, it actually does get read!

Great graphics really grab attention and makes you want to read more. I would share these with you if I could only get better at uploading images into this newsletter...but I can fax it to you if you'd like.

Aspire. Ascend. Achieve.

Setting new heights for achievement.

1..*Developing Small Business*

2..*Sustaining Our Large Business Sector*

3..*Ensuring a Qualified, Skilled Workforce*are the focus points. I am sure Angelle

(angelle@greenwoodscchamber.org) would be happy to show you more of her materials.

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!

More than membership. Real growth and retention.

Contact us today!

Write: joan@chamberdevelopment.com
Call: (800) 584-0321 or cell (817) 247-9677
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