



CHAMBER DEVELOPMENT SERVICES INC.

June 2007

Exceptional Leadership

Having worked in almost 650 Chambers over 21+ years, I must admit, I spend more time complaining about Board chairs/presidents, than I do complimenting them. Admittedly, it is easier to fall into the trap of saying they mean well, but after all, they are only volunteers and have their own businesses to run. I am sure some of you get frustrated with board chairs and board members who wimp out of doing a project because "that's not me" or commit to do something, then never follow through (then wonder why the rank and file members don't do "it" either). Leadership by example is a forgotten concept!?

Now let me tell you about **Dean Huber, President of Springfield, OR Chamber**, a CPA who just absolutely hates involvement in any membership campaign. Dean would rather scrub floors than recruit members, but in the last 10 years, he has helped out on all 3 major membership campaigns we have done together. He checks in at the campaign site constantly, attends meetings, calls or sends emails to other volunteers - anything and everything to lead the project to full success.

Bill Macfadyen, Chairman of the Board of the Goleta Valley, CA Chamber is a rather soft-spoken gentleman who just buckles down and makes things happen. He, like Dean, fully supports by actions, not just words, the programs of the Chamber, be it their membership campaign or any other projects (see another Goleta Valley story in this newsletter). I also have to admit Bill made my day when I received the following handwritten note at my home recently (yep...I am bragging but why not?...do any of us ever get enough appreciation? Besides, he says what I wish every Chamber knew, but if I said it, no one would pay attention!)

"Joan Thank you so much for your time, leadership, organization, cheerleading....and patience in our membership drive. It was great to work with you and I really enjoyed the entire experience. Your tutelage was extremely important for Kristen, our staff, our board and our Chamber. It will serve us in good stead over the next few years and I look forward to reaping the benefits from this campaign. Thank you again, and best wishes to you. Bill"

Thank you, Bill, and Dean and all the Bills and Deans in your organizations!

Fantastic Event!



Need to breathe new life into your monthly breakfast (or lunch or possibly even after hours) ???

Do your people like networking?

Want to reap some extra revenue generated by ticket prices above costs and display table fees?

Spokane Valley, WA (area population 100,000 with 1,000 members and 6 staff - **Eldonna Gossett Shaw, CEO**) has done it!

Regarded as the best networking opportunity in the region, members mingle with over 150+ prospects and clients. I attended one Biz Buzz Breakfast and it is amazing. Networking begins at 6:30 a.m., program begins promptly at 7:00 a.m. with the two very entertaining mc's keeping things on time. Each table has a host (ambassador) who also keeps time and control so that each attendee gets their 1 minute commercial and hands out their cards before moving to the next table. Very orderly, very fast paced, very effective.

Members are happy to pay \$25 to attend (\$30 if reservations are not made 24 hours in advance), and many leave their brochures, business cards, promo pieces etc. at a table set up by the entry door so they get a little extra advertising exposure. Everyone in the room is able to stand and introduce themselves also. Individual display tables are made available (for a fee, of course) for a handful of members who are allowed a few moments on the program to address all attendees with their commercial.

Renewing membership is not an issue for anyone who participates in this event....they are hooked!

Can a Chamber Make a Difference? Ask Goleta, CA

Kristen Amyz, CEO of the Goleta Valley, CA Chamber (adjacent to Santa Barbara with 4 staff and 600 members) led the Goleta Valley Vision Information and Policy Recommendation Project - I call itFIGHTING CITY HALL EFFECTIVELY

The Chamber is a true business advocate who lives up to the quote I heard as I was working in their community: The Chamber provides representation. When the businesses and the community needed help, they were there".

When the City of Goleta issued their General Plan, the Chamber declared it anti-business development. It compiled and then mailed a General Plan study guide to 16,000 Goleta citizens to raise awareness of the business threat in the proposed plan. The Chamber also hired traffic engineers to help make positive proposals to the traffic element of the General Plan and presented options for local workforce housing.

Congratulations to Kristen and her Board of Directors (see letter below) for being "The Little Engine That Could"....and did!

A Variety of Thought Provoking Quotes

Every issue, I try to insert a few quotes that might have special meaning to me

dedicated (crazy??) Chamber folk. Here are a few for this month:

I overheard a volunteer explaining the chamber to a prospective new member this way (who joined, by the way!):

The Chamber is like cow manure.....

Get everyone together, they can raise a big stink.

But you can do a lot of good when you spread it around.

From my home (HEB, TX) Chamber's newsletter:

If you ever feel you are too small a company to make a difference, please remember this quote from inventor Charles Kettering, who held 140 patents and created the A.C. Delco Division of General Motors: "Remember, the ark was built by volunteers and the Titanic was built by professionals."

Lobby Sign: Dream as if you'll live forever. Live as if you'll die tomorrow.

Irish Diplomacy: The ability to tell a man to go to hell so that he looks forward to making the trip.

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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