



## CHAMBER DEVELOPMENT SERVICES INC.

March-April  
2009

### Recruit for Retention



reminder of WEBINAR - April 9,  
2009, noon CST

**What are the common recruiting  
pitfalls?**

**Why do new members have the  
lowest retention rates?**

**Is there a right way to recruit members?**

In the current economy, business owners and leaders need your organization more than ever. So, what are the best ways to attract new members and get them to see the value you offer? If you have used membership campaigns in the past and have not seen sustainable results, it may be time for a new approach to recruiting. Learn how to recruit for retention and create a membership development strategy that goes beyond surviving the current economy.

In this session, you'll explore common practices of recruiting new members, the pros and cons of each, and how to develop a retention strategy that works for you. This webinar focuses on:

- Explore the right reasons for recruiting new member.
- Recognize why recruiting approaches fail.
- Maximize the Member Acquisition and Retention cycle effectively.
- Discover strategies to recruit for retention.

Our webinars are live, interactive tele- seminars that you can join from your home or office. This hour-long session is presented via a conference call with web participation. You will also receive the webinar presentation slides.

WEBINAR FEE: \$49 for one phone line and PC, unlimited participants, if you register by 4/1/09! Late registration fee is \$59, so register early.

**PRESENTERS:** *Cathi Hight*, developer of the Member Retention

Kit and Institute for Organization Management faculty member..... **Joan Testa**, president of Chamber Development Services and recruiting expert with 25 years recruiting experience.

Register by clicking here. We'll send you a confirmation message with the toll-free number and access code to join us. You'll be glad you did!

Can't attend? You can purchase the webinar recording at Cathi High's website. Click here for more info.

Questions about the webinar? Call (720) 304- 0747 or e-mail Robin@hightperformance.com.

## Pizza, Pop and Power Tools



### Spokane Valley, WA program

Leave it to Eldonna Shaw, CCE of the Spokane Valley, WA Chamber of Commerce ([eldonna@spokanevalleychamber.org](mailto:eldonna@spokanevalleychamber.org)) and its foundation to have two great programs melding education and the business community.

Pizza, Pop and Power Tools (great name, isn't it!) is an activity to help middle school girls explore in demand high paying jobs within careers in the building trades.

The Chamber helps sponsor the program along with Spokane Community College and the Apprenticeship Council. With Chamber sponsorship funds (\$1500 from a major sponsor) and the Chamber's ability to get the word out to all the schools as well as the parents, the program has doubled the number of 8th grade students served.

Great p.r. and a nice alliance!

## Reverse Job Fair

### Another Spokane Valley, WA program

No, Eldonna did not elect me president of her fan club and pay a promotion fee



to get two of her programs bragged on here, but she does have some great things going on! Tell me about yours and I'll feature them. Meantime, here's another Spokane Valley goody:

The Reverse Job Fair is an annual event where students are the exhibitors. They construct displays and receive feedback from business members of the community who serve as interviewers. The Foundation, with the help of the Chamber, provides sponsorship and in-kind promotional services to link the students with members of the business community. Over the past 4 years, 200 at risk students have benefited by the practical career guidance this experience provides.

## Joke of the Month

### Your new name

This only takes a minute and its fun. Sometimes when you have a stressful day or week, you need some silliness to break up the day. Here is your dose....

Follow the instructions to find your new name. The following is an excerpt from a children's book, "Captain Underpants and the Perilous Plot of Professor Poopypants" by Dave Pilkey: The evil Professor forces everyone to assume new names...

Use the third letter of your first name to determine your new first name:

a = poopsie b = lumpy c = buttercup d = gadget e = crusty f = greasy g = fluffy h = cheeseball i = chim-chim j = stinky k = flunky l = boobie m = pinky n = zippy o = goober p = doofus q = slimy r = loopy s = snotty t = tootie u = dorkey v = squeezit w = oprah x = skipper y = dinky z = zsa-zsa

Use the second letter of your last name to determine the first half of your new last name:

a = apple b = toilet c = giggle d = burger e = girdle f = barf g = lizard h = waffle i = cootie j = monkey k = potty l = liver m = banana n = rhino o = bubble p = hamster q = toad r = gizzard s = pizza t = gerbil u = chicken v = pickle w = chuckle x = tofu y = gorilla z = stinker

Use the fourth letter of your last name to determine the second half of your new last name:

a = head b = mouth c = face d = nose e = tush f = breath g = pants h = shorts i = lips j = honker k = butt l = brain m = tushie n = chunks o = hiney p = biscuits q = toes r = buns s = fanny t = sniffer u = sprinkles v = kisser w = squirt x = humperdinck y = brains z = juice

Yup, my new name is Poopsie Girdle Sniffer. Anyone want to tell

Art Roberts that his is Tootie Bubble Tush?

And remember that children laugh an average of 146 times a day, adults laugh an average of 4 times.

## A Handful of Good Chambers Wanted

Need More Members?

Need More Dollars?

sure, every Chamber does, so now the tricky question....

(Your Members & Your Community) Need More Understanding of Why the Chamber is an Investment and What the Return on Investment Is?

Then I challenge you to become one of the ONLY 12 Chambers that CDS will design a comprehensive Community Awareness Membership Recruitment and Retention Program for in 2009.

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I welcome your calling any (or all) of our 2008 clients (or any year - they are all listed on the CDS website) to learn why they value the CDS program, even though they did not add hundreds and hundreds of members...they got more VALUE than just numbers! That's why CDS only works with a maximum of 12 Chambers a year: quality, not just quantity!

CDS 2008 clients (all of them): Chesterfield, VA; Bethesda-Chevy Chase, MD; Las Cruces, NM; Oshkosh, WI; Richardson, TX; West Des Moines, IA; Springfield, OR; Huntsville, TX; Morris/Grundy, IL; Saginaw, MI; Milford, CT; and Houston Galleria, TX

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