



CHAMBER DEVELOPMENT SERVICES INC.

May -
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If You Stand Alone then

Don't Complain When You Fall

This quote has long been part of the new member recruitment training I provide Chamber volunteers. It is easy for the recruiter and the prospect to relate to the immediate gratification of the tangible member benefits that help them make or save money. Those are the benefits (advertising, networking, M2M discounts etc.) that help close the sale, but it's the intangible benefits (advocacy, making a difference) that keeps them as members. Standing together not only minimizes the complaining and falling, but more importantly, it is the clout that makes things happen.

As I have observed repeatedly in working with over 650 Chambers nationwide over the last 25+ years, the same holds true with Chamber staff and management. Those of you who attended Institute remember the adage "always put a volunteer between yourself and.....". Not only for self preservation, but your never standing alone and building coalitions throughout your community as well as throughout your entire membership, is a surefire way to make positive things happen!

Recently I had the pleasure of attending the Citizen of the Year banquet in **Campbell, CA** where they honored **Betty Deal** for her 17 years of service to the Chamber, 3 as a board member, then the last 14 years as their executive director. Recognizing their Chamber staff leader with this award had never been done in Campbell before, but never had one individual excelled in enrolling so many to do so much!

Congratulations to Betty and to Campbell (San Jose is one of their suburbs according to Ms. Deal) for standing together and standing tall.

Unique Chamber Revenue Generating Service

Motor Vehicle Department

One Stop Shopping at the Minot, ND Chamber of Commerce!

Talk about having everything in one office, how about this? The Motor Vehicle Department, is a division of the Minot Area Chamber of Commerce and provides motorists with the required information and paperwork for their vehicles, such as license plates, titles, etc.

John MacMartin, CCE, CEO, macmartin@min_otchamber.org,

contracted with the State of North Dakota to provide this service with its 5 employees, as a convenience for the community. It also provides revenue to the Chamber's coffers.

This is the first time I have heard of this type of service being offered by a Chamber. Does anyone else have an unusual service or revenue generator that you'd like to share with the readership of this newsletter? Send it in!

Attendance Booster for Business After Hours



an oldie but goodie

In 2004 when I first worked with the **Tompkins County, Ithaca, NY Chamber of Commerce**, their CEO **Jean McPheeters** had told me how all of her programs had to be specifically customized and constantly updated to meet the very diverse needs and desires of her university oriented community. So when after hours events attendance waned and one of the reasons given was that people were time starved and family time was the priority, leave it to creative Jean to combine the best of both worlds.....

"Kids Are Free at Business After Hours" read the email blast and other publicity. "The Chamber is excited to roar in and out of the month of March like a lion with lots of great programs. You can kick it all off tomorrow night at our "Family Friendly" Business After Hours program at the Rink. It's a "Family Friendly" Business After Hours! Come and tour the facilities at the Community Recreation Center. The new 18 hole miniature golf course will be open for play. (It's a perfect place to practice your putt or plan an exciting birthday party!) There will be free skating and as a special treat Purity Ice Cream and Ithaca Soda will be mixing special kid friendly cocktails! As always there will be several fun and exciting door prizes. So mark the date, bring your children or grandchildren and discover the child in all of us at this month's Business After Hours!"

Jean is a real Chamber pro, who manages to juggle lots of balls in the air simultaneously while enjoying it all tremendously...just ask her about this or any other of her programs, including international economic development efforts and her recent ACCE trip to India. jean@tompkinschamber.org

Quote of the Month

"Don't worry about the world coming to an end today.

It's already tomorrow in Australia." (Charles Schultz)

A Handful of Good Chambers Wanted

Need More Members?
Need More Dollars?
sure, every Chamber does, so now the tricky question....

Do your members and 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 limited number of Chambers that CDS will design a comprehensive Community Awareness Membership Recruitment and Retention Program for each year.

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

More than membership. Real growth and retention.

Contact us today!

Write: joan@chamberdevelopment.com
Call: (800) 584-0321 or cell (817) 247-9677
Visit:
<http://www.chamberdevelopment.com>

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