



## CHAMBER DEVELOPMENT SERVICES INC.

July - August 2009

### More than just Elvis' Birthplace!

#### Tupelo, MS

After working in more than 660 cities across the U.S., I feel I can write a book on interesting places and great Chambers of Commerce. I had no idea years ago when I first was contacted by the Tupelo/Lee County Community Development Foundation, that Tupelo would rank near the top of my favorite places and most admirable organizations. Who would of "thunk" it? Tupelo meant only Elvis to me then, now it means so much more!

The CDF serves the city of Tupelo (population 35,000) and Lee County (population 80,000) a is made up of 3 divisions served by a staff of 23:

- Chamber Division: 1400+ members (and soon to grow even more), led by 20+ year Chamber veteran Barbara Smith, who personifies the portrait of a Southern lady of grace and efficiency with an extensive program of work.
- Economic Development Division: world renown for their achievements such as being named by Site Selection magazine as one of the top micropolitan areas for new and expanding industries four consecutive years. In 2008-2009 alone , \$148 million in new capital investments, 14 new and expanded industries, 562 new jobs created with a new annual payroll of \$15.6 million.
- Planning & Property Management Division: yes, the CDF also has staff to manage multiple CDF building and properties as well as an award winning planning group that is creating landscape master plans for the community gateways and analysis of other design compatibility and subdivision planning projects.

Perhaps some of you remember your Institute class on economic development where one of your textbooks was the Tupelo story. They are a remarkable organization in a remarkable community and when they marked their 60th birthday last year, they not only had lots of celebrations, they showed their "diamond anniversary" sparkle, by doing even more to make Tupelo/Lee County the best of the best!

Two of the best examples of this are projects announced as part of the birthday celebration:

- Habitat for Humanity house for a deserving family, this

service project brought together the entire CDF membership, and through gifts of materials, money and labor, the home was dedicated in 9/08.

- Illustrating CDF's staunch commitment to education, each Lee County resident high school graduate receives 2 full years of tuition free assistance to Itawamba Community College. WOW!

So if you want a template for making things happen, check out the **Community Development Foundation of Tupelo/Lee County**. [www.cdfms.org](http://www.cdfms.org). **David Rumbarger**, President/CEO, [rum@cdfms.org](mailto:rum@cdfms.org) or **Barbara Smith**, VP Chamber, [bsmith@cdfms.org](mailto:bsmith@cdfms.org).

## Quote of the Month

Compliments of **Louise Stanton-Masten, CEO, Everett (WA) Area Chamber**, [louise@everettchamber.com](mailto:louise@everettchamber.com)

"It's not the work we do, but the work we get done."

To be sure more gets done (through better communication and understanding of roles), Louise has a very detailed but simple to understand and follow BOARD OF DIRECTORS JOB DESCRIPTION Sheet, that is accompanied by a "In their Own Words" testimonials and Board of Directors Application Questionnaire.

p.s. Louise shares well!

## 10 Words That Sell

From the Campbell, CA newsletter, an article titled "10 Words that Sell"

1. **You/Your**- "You is the most powerful word in the English language. Prospects want to feel as if you're talking to them directly.
2. **Money**: If a benefit of your product or service is that it will help them save or earn more money, you've got their attention!
3. **Health/healthy**: People are interested in products and services that are going to improve their health.
4. **Guarantee/guaranteed**: By giving some sort of guarantee, you put prospects at ease and make them trust you. Most people are not risk takers.
5. **Easy/easily**: Always state how easy your company makes things. People don't want things that will make their life more difficult.
6. **Free**: Everyone loves getting something for nothing!
7. **Yes**: "Yes" is one of the most pleasing words to the human ear so tell your prospects "yes" often!
8. **Quick/quickly**: People wants things quickly. If your product

- or service is quicker than something else, state it.
9. **Benefit:** When people read the word "benefit" they subconsciously perk up.
  10. **Person's name:** People love to hear or read their own names. It boosts attention levels.

## Big Money Maker

### especially if you hire the right provider

A big hit this year in the "non dues revenue" arena are the thousands of dollars (or tens of thousands of dollars) Chambers are raising via Chamber sponsored trips. Considered to be trade missions by some, I see most realizing participation is heavily weighted towards vacationers. It doesn't matter!

Many Chambers like Syracuse, NY and Long Beach, CA have sent many groups of hundreds of people to China, India and other parts of the world on travel packages that are exciting and remarkably inexpensive. Besides, the Chambers earn hundreds of dollars per participant!

Remember: no one in this Chamber/travel arena has more knowledge of the needs of Chambers than someone who has worked in our industry for many years and has excelled at being a true partner to the Chamber world. Allie Williams, formerly with ACCE, is now a senior consultant with Indus Travels. Allie combines his exceptional dedication and people skills with his complete understanding of both Chambers and these travel opportunities.

Let's be loyal to one of our own! Chamber travel programs are great fund raisers and no-one is better at it than Allie Williams. Please give him the opportunity to prove it to you: Allie Williams, Indus Travels, [allie@industravels.c a](mailto:allie@industravels.c a)

## 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 clients (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!

I am fully booked out for 2009, but am lining up the "lucky 12" for 2010. Get on board!

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

**Contact us today!**

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

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