



CHAMBER DEVELOPMENT SERVICES INC.

October 2005

Welcome to our newsletter.



Friends: It's my pleasure to welcome you to our new electronic newsletter. You have been receiving updates by regular mail, but many of you have asked for an e-mail instead. The decision to communicate by e-mail is part of an overall renewal at Chamber Development Services. We have a new website, a new logo, new corporate colors and a new outlook. A tremendous amount of comfort can be

found in keeping things the same. In a marketplace, familiarity and awareness often equal recognition. The word "change" evokes ideas of effort, risk and uncertainty. So why have we changed so much? Because we recognize, just as your chamber should, that change also can mean growth and progress. In our case, it also means focus. Our new message, "More than membership. Real growth and retention." is more than a slogan. It is our belief. And that is something that will never change. **Sincerely, Joan**

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 event 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.

Read more at our website

Make 2006 the year of membership.



Now is the perfect time to plan a membership campaign for 2006. Contact us today for a detailed proposal. When you schedule a 2006 membership effort by Nov. 30, your chamber will receive a special bonus: a free two-night vacation package for two adults from Executive Travel, a \$299 value. The vacation package is valid at more than 1,200 first-class hotels in 50 states. You can use it as an incentive during your membership effort; as an auction item at any upcoming chamber event; or as a special thank-you for an excellent chamber volunteer. You'll receive the prepaid travel certificate, a detailed program brochure and easy redemption instructions upon the completion of your membership campaign. For more information about the program, you may contact Steve Griffiths at Executive Travel at (888) 783-8318.

Help chambers hurt by hurricane.

The American Chamber of Commerce Executives recently introduced an online relief effort for chambers affected by Hurricane Katrina. The chambers lost buildings, records, and significant portions of their business communities. ACCE is asking its chambers to consider a donation of \$1 per member to the relief effort. Options for donating goods and services also are available. The chambers targeted for assistance include Bayou La Batre and Dauphin Island in Alabama; Baton Rouge, Bogalusa, Lafourche and the Bayou Region, Greater New Orleans, Greater Slidell, Jefferson, River Region and St. Tammany West in Louisiana; and Biloxi, Gulfport, Hancock County, Jackson County, Long Beach, Mississippi Gulf Coast, Ocean Springs and Pass Christian in Mississippi. Please offer any help that you can. Thank you.

ACCE Hurricane Relief Center

Keep your goals SMART.



Management starts with planning. Good management starts with good planning. Without a good plan you will never succeed. When you set goals for yourself or your chamber, make them **Specific, Measurable, Appropriate, Realistic, and Timely.**

"Management by objective

*works, if you know the objectives. Ninety percent of the time you don't." Author
Peter F. Drucker*

More than membership. Real growth and retention.

Contact us today!

Write: joan@chamberdevelopment.com

Call: (800) 584-0321

Visit: <http://www.chamberdevelopment.com>

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