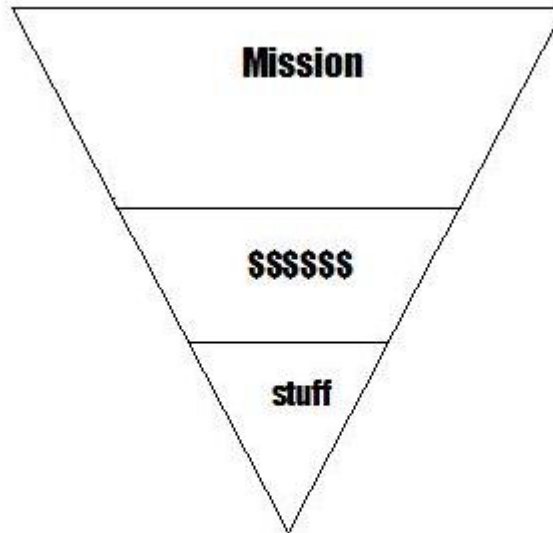




**CHAMBER DEVELOPMENT
SERVICES INC.**

October 2007 (Note, I am in Australia this month so will be tardy in returning your calls or emails)

Meeting Your Mission



Effective Board Utilization

If you have never heard **Art Roberts**, Sr. V.P./Chamber Relations, Texas Association of Business speak, you've have missed a most informative and entertaining session. Recently at the ACCE National Conference, Art spoke on Effective Board Utilization which included defining the mission of a Chamber of Commerce board:

1. to determine the assigned activities and projects (internal and external) for the immediate future of the organization and to facilitate the accomplishment of those activities and projects
2. to oversee the management and financial business of the organization

The three levels of Chamber activity are illustrated in Art's inverted pyramid which shows that level 1 is projects that meet your mission, level 2 is raising funds (to meet your mission) and level 3 is "stuff" (that Chamber-feel good and fuzzy, nothing to do with what we should be doing parade or pageant).

Construct your pyramid by analyzing projects value and saving the most productive, profitable, popular and most mission-meeting . Then guide efforts to achieve this all....and if you need help, call Art Roberts in to facilitate your board planning session (aroberts@txbiz.org or 512-637-7711).

Oklahoma Idea Exchange

Every time the Oklahoma Chamber of Commerce Executives Association meets, they share some great ideas. Here are a few that I made note of from their Fall 2006 conference...

From Lawton Ft. Sill Chamber: "donut radio" PSAs. Since radio stations are required to broadcast a high volume of public service announcements, with very careful wording, your members can capitalize! Each member's name is inserted between an introductory canned speech and exit line, such as: "Radio Station ABC is proud of the business community who are working together to revitalize Kiddy Park. One of those businesses is Joe's Pizza Pan, who is helping Lawton Ft. Sill be a better place in which to live and work."

Clinton Chamber has a line added to their invoice: \$25 technology upgrade.

Jenks Chamber showed at \$3500 profit on their restaurant crawl event, with trolley ride and samplings at 13 member restaurants.

Also heard at the conference: Seven Top Reasons Why Businesses Join Our Chambers of Commerces (note first six are "What's In It For Me")

1. Validation (Chamber = perceived as a good business person)

2. Networking
3. Information
4. Governmental Affairs
5. Plump their resume
6. Tangible benefits like discounts, advertising
7. Civic responsibility

Attention to Retention

Here are two Chambers using Board of Directors clout and peer pressure, along with the personal touch, in retention efforts. It has been noticed by these board members, that this effort on their part not only helps in Chamber membership renewals, but in getting their own business advertised.

Matt Pivarnek, CCE mattpi.varnik@tulsachamber.com (congratulations on achieving this designation Matt!) shared at an OCCE conference, their reconsider letters to potential drops. They are included with renewal invoices and passed around at board meetings for 20+ business leaders to sign.

My home chamber, Hurst Eules Bedford (HEB) TX has a slightly different slant on this and when I received mine, it was a great reminder to renew. Their procedure per **Mary Martin Frazier**, CEO maryfrazier@he b.org : In the board meeting room put the renewing members each month in a group of three with note cards and instructions (say thanks for being a member, say you're a board member and enclose your business card). At the beginning of the board meeting and as the board members come in they write their notes. They turn them in at the end of the meeting and the staff mails them.

Quotes of the Month

Every issue, I try to insert a few quotes that might have special meaning to we dedicated (crazy??) Chamber folk. Here are a few for this month:

"If at first you don't succeed, try, try again.....then give up. There's no use being a damn fool about it!".... W.C. Fields

"If you don't agree with me, it means you haven't been listening." Sam Markewich
"If you can't convince them, confuse them." ...Harry S. Truman

"If it's difficult, we do it immediately.
If it's impossible, it takes a little longer.
Miracles by appointment only."...author unknown

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!

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